

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

This study examined the influence of brand image and purchase intention through the mediation of perceived value towards Go-Food in Surabaya. Based on the results of research and discussion using Structural Equation Modeling (SEM), conclusions can be drawn as follows:

1. Hypothesis 1 which states that brand image influences the perceived value of Go-Food in Surabaya, accepted. The influence is positive and significant, mostly because respondent agree that Go-Food has a good reputation, which shown has the score above average of loading factor and t-value. This proves that brand image can increase the influence of perceived value on Go-Food in Surabaya.
2. Hypothesis 2 which states trust affects the perceived value of Go-Food in Surabaya, accepted. The influence is positive and significant, because respondent agree that Go-Food has integrity as a food delivery provider and trust have the score above average of loading factor and t-value. This proves that trust can increase the influence of perceived value on the Go-Food application in Surabaya.
3. Hypothesis 3, which states that the perceived value influences purchase intention on Go-Food in Surabaya, accepted. The influence is positive and significant, because respondent agree while using the Go-Food application respondent can save their time and perceived value have the score above average of loading factor and t-value. This proves that perceived value can increase the effect of purchase intention on Go-Food in Surabaya.
4. Hypothesis 4 which states that brand image influences purchase intention through perceived value in Go-Food in Surabaya, accepted. The influence is positive and significant, furthermore the mediating effect of perceived value towards the relationship between brand image and purchase intention have the score above average of loading factor and t-value. This proves that

brand image can increase the influence of purchase intention through perceived value on Go-Food in Surabaya.

5. The hypothesis 5 that states trust influences purchase intention through perceived value in Go-Food in Surabaya, accepted. The influence is positive and significant, furthermore the mediating effect of perceived value towards the relationship between trust and purchase intention have the score above average of loading factor and t-value. This proves that trust can increase the influence of purchase intention through perceived value on Go-Food in Surabaya.

5.2. Limitation

The limitations of this study are that the factors that influence purchase intention in this study consist of only four variables, namely brand image, trust, perceived value and purchase intention, while there are still many other factors that can influence customer purchase intention.

5.3. Recommendation

Based on the research that has been done, the suggestions that can be given are as follows.

5.3.1. Practical advice

1. Advice for managing brand image

Brand image enhancement in Go-Food can be done by continuing to maintain a brand image reputation that has been embedded in the minds of consumers compared to other brands, and the Go-Food application must be able to increase the emotional bonds that have been formed by handling customer complaints.

2. Advice for managing trust

Increasing trust by continuing to provide the best service to its users. To Go-Food improving this is very easy to do, because this service has integrity and competence as a provider of food delivery services.

3. Advice for managing perceived value

Increasing the Perceived Value on Go-Food can be done by continuing to provide value for products such as service throughout the process until after the service process is completed so that it will make more value for the customer.

4. Advice for managing purchase intention

Increasing Purchase Intention on Go-Food can be done by providing more effective and attractive promotions and building cooperation with various restaurants so that it will provide various choices for consumers.

5.3.2. Academic Advice

For the next researchers who will use the same variables to be able to consider other variables related to Purchase Intention, for example perceived price, and perceived quality.

REFERENCES

- Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 391-402.
- boss go-jek, go-food jadi layanan antar makanan terbesar di dunia. (2018, September 28). Retrieved from <https://www.liputan6.com/tekno/read/3221001/bos-go-jek-go-food-jadi-layanan-antar-makanan-terbesar-di-dunia>
- Chiang, C. F., & Jang, S. S. (2007). The Effect of Perceived Price and Brand Image on Value and Purchase Intention: Leisure Travelers' Attitudes Toward Online Hotel Booking. *Journal of Hospitality & Leisure Marketing*, 49-69.
- Chong, B., Yang, Z., & Wong, M. (2003). Asymmetrical Impact of Trustworthiness Attributes on Trust, Perceived Value and Purchase Intention: A Conceptual Framework for Cross-cultural Study on Consumer Perception of Online Auction. 213-219.
- Cynthiadewi, P. R., & Hatammimi, J. (2014). The influence of Electronic Word of Mouth Toward Brand Image and Purchase Intention of 13th Shoes. *International Conference on economics, Education and Humanities*, 66-70.
- Dodds, W. B., Monore, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers product evaluations. *Journal of marketing research*, 307-319.
- Durianto, S., & Tony, S. (2001). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. PT.Gramedia Pustaka.
- Everard, A., & Galletta, D. F. (2005). How Presentation Flaws Affect Perceived Site Quality, Trust, and Intention to Purchase From an Online Store. *Journal of Management Information System*, 56-95.
- Ferdinand, A. (2006). *Manajemen Pemasaran: Sebuah Pendekatan Strategik*. Semarang: BP Undip.
- Gefen, D. (2000). E-commerce: the role of familiarity and trust. *The international Journal of Management Science*, 725-737.
- Ghozali, I., & Fuad. (2005). *Structural Equation Modeling - Teori, Konsep dan Aplikasi dengan Program Lisrel 8.54*. Semarang: Universitas Diponegoro.

- go-food bakal makin pintar rekomendasikan makanan ke pengguna.* (2018, September 25). Retrieved from <https://www.liputan6.com/teknoread/3220971/go-food-bakal-makin-pinter-rekomendasikan-makanan-ke-pengguna>
- go-food diklaim jadi layanan antar makanan terbesar dunia.* (2018, September 27). Retrieved from <https://www.cnnindonesia.com/teknologi/20180513160206-206-297802/go-food-diklaim-jadi-layanan-antar-makanan-terbesar-dunia>
- go-food laris ceo go-jek konsumen indonesia suka makan.* (2018, September 27). Retrieved from <https://bisnis.tempo.co/read/1028136/go-food-laris-ceo-gojek-konsumen-indonesia-suka-makan>
- go-jek.* (2017, September 6). Retrieved from <https://www.go-jek.com>
- Grewal, D., Monroe, K. B., & Dodds, W. B. (1991). Effects of price, brand, and store information on buyer product evaluations. *Journal of marketing research*, 307-319.
- Hoffman, Donna, L., & Thomas, P. N. (1996, July). Marketing in Hypermedia Computer--Mediated Environments: Conceptual Foundations. *Journal of Marketing*, 60, 50-68.
- ini kebiasaan pelanggan go-jek saat order go-food.* (2018, September 27). Retrieved from <https://inet.detik.com/cyberlife/d-3640129/ini-kebiasaan-pelanggan-go-jek-saat-order-go-food>
- Jun, Minjoon, Zhilin, Y., & DaeSoo, K. (2004). Customers Perceptions of Online Retailing Service Quality and Their Satisfaction. *International Journal of Quality & Reliability Management*, 21 no. 8, 817-840.
- Kamel, Sherif, & Maha, H. (2001). The development of E-commerce The Emerging Virtual Context within Egypt. *Logistic Information Management*, 14, 119-126.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand equity. *Journal of Marketing*, 1-22.
- ketika go-food menjadi comblang umkm dan konsumen.* (2018, September 29). Retrieved from https://www.kompasiana.com/ceu_meta/5b13c1fef133441a30135312/ketika-go-food-menjadi-comblang-umkm-dan-konsumen?page=all

- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more Important in internet shopping Perceived Price or Trust? . *Electronic Commerce Research and Application, 11 no 3*, 241-252.
- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in internet shopping, perceived price or trust? *Electronic Commerce Research and Applications*, 241-252.
- Kinncar, T. C., & Taylor, J. R. (1998). *Riset Pemasaran* (Vol. 3). Jakarta: Erlangga.
- Kooli, K., Mansour, K. B., & Utama, R. (2014). Determinants of online trust and their impact on online purchase intention. *International journal of technology marketing*, 305-319.
- Lee, E. J., & Overby, J. W. (2004). Creating value for online shoppers: implications for satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, 17*, 54-67.
- Lien, H. C., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intention. *Asia Pasific Management Review*, 1-9.
- Mathwick, Charla, Naresh, M., & Esward, R. (2001). Experiential Value: Conceptualization, Measurement, and Application in the Catalog and Internet Shopping Environment. *Journal of Retailing, 77*, 39-56.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing, 621-635*.
- Pasaribu, P., & Magnadi, R. H. (2018). Gojek dan Studi Fenomenologi Sponshorsip di Liga Indonesia. *Diponegoro Journal Of Management*, 1-8.
- Poddar, Amit, Naveen , & Yujie, W. (2009). Web site customer orientations, Web site quality, adn Purchase intention: The role of web site personality. *Journal of Business Research, 62*, 44-450.
- Ponte, E. B., Trujillo, E. C., & Rodriguez, T. E. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management, 286-302*.
- Roberts, & John, H. (2000). Developing New Rules for New Markets. *Journal of the academy of Marketing Science, 28*, 31-44.
- Sawyer, Alan, G., & Dickson, P. R. (1984). Psychological Perspectives on Consumer Response to Sales Promotion. (E. Katherine , & e. Josz, Eds.) 47-62.

- Seddon, P. B. (1997). A respecification and extension of the DeLone and McLean model of IS success. *Information System Research*, 8 no.3, 240-253.
- Sitinjak, T. J., & Sugiarto. (2006). *Lisrel*. Graha Ilmu.
- Soewadji, J. (2012). *Pengantar Metodologi Penelitian*. Jakarta: Mitra Wacana Media.
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 1310-1323.
- Van, R., Allard, Janjaap, S., & Wendy, J. (2003). E-Service Quality Expectations: A Case Study. *Total Quality Management*, 14 No.4, 437-450.
- Vijayasathy, L. R., & Joseph, M. J. (2000). Intention to Shop Using Internet Catalogues: Exploring the Effects of Product Types, Shopping Orientations, and Attitudes towards Computer. *Electronic Markets*, 10 no 1, 29-38.
- Wang, Y. H., & Tsai, F. C. (2014). The relationship between brand image and purchase intention: evidence from award winning mutual funds. *The International of Business and Finance Research*, 27-40.
- Wilkie, & William. (1986). *Consumer Behaviour*. New York: John Willey & Sons, Inc.
- Yamin, S., & Kurniawan, H. (2009). *Structural Equation Modeling: Belajar Lebih Mudah Teknik Analisis Data Kuisisioner Dengan Lisrel PLS*. Jakarta: Salemba Infotek.
- Yoo, Boonghe, Naveen, D., & Sungho, L. (2000, April). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Makreting Science*, 28, 195-211.
- Zeithaml. (1988). Consumer perceptions of price, quality, and value: a meansend model and synthesis of evidence. *Journal of Marketing*, 52 No.3, 2-22.