

CHAPTER 5

CONCLUSSION AND SUGGESTION

5.1 Conclusion

This research studies about the impact of experiential marketing and service quality on repurchase intention through customer satisfaction in Warunk Upnormal Surabaya. According to this research result and the discussion using Structural Equation Modelling (SEM), the following conclusions can be drawn:

1. Hypothesis 1 which proposed that experiential marketing has significant impact on customer satisfaction, is accepted. Where this impact was found to be positive and significant. This proves that experiential marketing can increase the customer satisfaction in Warunk Upnormal Surabaya. The result of this research supports previous research conducted by Razi and Lajevardi (2016) called Sense Marketing, Experiential Marketing, Customer Satisfaction, and Repurchase Intention. Where the result is that experiential marketing has significant impact on customer satisfaction as well as customer satisfaction has impact on repurchase intention. The result of this study supported Petrick, Morais, and Norman (2001) in Lee *et. Al.* (2010) explanation which stated that companies can change the experience when customers uses a product or service in order to gain maximum satisfaction.
2. Hypothesis 2 which proposed that service quality has significant impact on customer satisfaction, is accepted. Where this impact

was found to be positive and significant. This proves that service quality can increase the customer satisfaction in Warunk Upnormal Surabaya. The result of this research supports previous research conducted by Gunarathne (2014) about the relationship between service quality and customer satisfaction in Sri Lankan Hotel Industry. As well as a research conducted by Susanti (2014) about the antecedence of customer loyalty in traditional restaurant in East Java. Where both of the research found that service quality has significant impact on customer satisfaction. Where in this research service quality has also been found to have significant impact on customer satisfaction.

3. Hypothesis 3 which propose that customer satisfaction has significant impact on repurchase intention, is accepted. Where this impact was found to be positive and significant. This proves that customer satisfaction can increase the repurchase intention in Warunk Upnormal Surabaya.

The result of this study supported a research conducted by Hellier *et. Al.* (2003) which concluded that customer satisfaction is closely related to the intention to return to the same product or service (Repurchase Intention). As well as explanation by Cronin *et. Al.* (2000), about how service quality is an aspect which influence the customer satisfaction.

4. Hypothesis 4 which propose that experiential marketing has significant impact on repurchase intention through customer satisfaction, is accepted. Where this impact was found to be positive and significant. This proves that experiential marketing

can increase the repurchase intention in Warunk Upnormal Surabaya.

The result of this study supported a research conducted by Stania and Trenggana (2016) which concluded that experiential marketing has significant impact on repurchase intention through customer satisfaction.

5. Hypothesis 5 which propose that service quality has significant impact on repurchase intention through customer satisfaction, is accepted. Where this impact was found to be positive and significant. This proves that service quality can increase the repurchase intention in Warunk Upnormal Surabaya. The result of this study supported a research conducted by Ahmed *et. al.* (2010) which concluded that service quality has significant impact on repurchase intention through customer satisfaction.

5.2 Suggestion

Based on this research, suggestions that can be given are as follows:

1. Practical Suggestion

- a. Suggestion to Experiential Marketing

Improving experiential marketing in Warunk Upnormal Surabaya can be done by improving the 5 experiences, sensory, affective (feel), think (cognitive), physical, and social identity (relate) by improving the quality of food served, creating more pleasant atmosphere, maintaining

the variety of food served, facilitate customers to interact with one another, maintaining the appearance of the staffs.

b. Suggestion to Service Quality

Improving service quality in Warunk Upnormal can be done by improving 5 aspects, tangible, reliability responsiveness, assurance, and empathy by improving the cleanliness of Warunk Upnormal, serving foods more quickly, ensuring the hospitality of the staffs, serve foods accurately, and fulfilling customers special requests.

c. Suggestion to Customer Satisfaction

Improving customer satisfaction can be done by increasing experiential marketing and service quality. Improving customer satisfaction will improve repurchase intention.

d. Suggestion to Repurchase Intention

Improving repurchase intention can be done by increasing customer satisfaction.

2. Academic Suggestion

For further research which are going to use similar or same variables can consider purchase decision as the endogenous variable with intervening or exogenous variable of repurchase intention, since according to Fishbein and Ajzen (1975), repurchase intention of a customer may turn into a purchase decision, yet it is important to understand how significant the influence of repurchase intention towards purchase decision.

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