

Chapter 5

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results of this research and discussion in accordance with the purpose of this research, conclusions can be concluded as follows:

1. Information quality is proven to have a significant positive impact on perceived value. This explains that when the value of information quality is higher, then customer perceived value of a product will also get higher. One assumption of why this happens is, by providing good information quality, potential customer may have a better look and understanding about a product. Thus, customer may have better perceived value of the product.
2. Information quality is proven to have a significant positive impact on trust. This explains that when the value of information quality is higher, then customer trust towards seller will also get higher. One assumption of why this happens is, by providing good information quality, potential customer may see the track record and the genuineness of a seller. Thus, customer may have better trust towards the seller.
3. Information quality is proven not to have a significant positive impact on perceived value. This explains that when the value of information quality is higher, it doesn't necessarily increase customer intention to purchase a product. One assumption of why

this happens is, by providing only good information quality, potential customer still has several considerations before purchasing. Customer perceived value of a product and trustworthiness of the seller are part of the consideration.

4. Perceived value is proven to have a significant positive impact on purchase intention. This explains that when customer perceived value is higher, then customer purchase intention to purchase a product will also get higher. One assumption of why this happens is, when customer perceived value towards a product is higher, customer is more willing to spend money on a product.
5. Trust is proven to have a significant positive impact on purchase intention. This explains that when customer trust towards a seller is higher, then customer purchase intention to purchase a product will also get higher. One assumption of why this happens is, when customer trust towards seller is higher, customer is more confident in purchasing product from the seller as customer believes that customer will provide customer with the product promised.
6. Perceived value is proven to have a positive significant indirect effect between information quality and purchase intention, also having the role of full mediation. Thus information quality will have a positive impact towards purchase intention through perceived value.
7. Trust is proven to have a positive significant indirect effect between information quality and purchase intention, also having

the role of full mediation. Thus information quality will have a positive impact towards purchase intention through trust.

5.2. Suggestion

Based on the conclusion stated above, several recommendations can be given in the form of suggestions that can be taken into consideration for academic field and practical use.

5.2.1. Suggestion for Academic Field

1. For further study it is suggested to add more endogenous variables such as brand image, customer satisfaction, perceived risk, and web design in order to provide additional information of how information quality may have an effect towards those variables will affect purchase intention.
2. Further research should get more diverse respondents as in this research the majority of respondents are students from the 18 – 22 age group. By expanding the respondent variety, a better and more general understanding of how information quality may affect purchase intention through variables. Having diverse respondents means a better understanding of the information quality impact not specifically on students from 18 – 22 age group but also from people from different occupation and age group.

3. For the next research, it is expected to have higher number of respondents so the result analysis can deliver more reliable and accurate analysis towards the study.
4. Further research should study more platform from where businesses can deliver information quality, not only Instagram. Platform such as facebook, youtube, or website should also be studied.

5.2.2. Suggestion for Practical Use

1. Delivering good information quality is important as it has significant and positive impacts towards perceived value and trust which leads to higher purchase intention. Small businesses who aims to get higher purchase intention should pay more attention on how they deliver information to customers. Specifically, business owner should deliver information which is relevant, consistent, complete, up to date, and accurate information.
2. Business owner should emphasize on delivering information showing that the business is offering product which is worth the money paid and competitive price compared to competitors. In the case of Kovalen Coffee, the company can post photos showing the good quality coffee bean they're using and how they produce the coffee itself. In addition, Kovalen Coffee can emphasize on the strength of the product such as the practicality of the ready-to-drink bottled coffee, and also the benefit of drinking cold brew coffee.

3. In addition, business owner should also give information to customer that the company is trustworthy and know what is best for customer. In the case of Kovalen Coffee, the company can post photos showing that customer do get the product as promised from Kovalen Coffee and posting photos of why Kovalen Coffee is best for customer. The trust of customer, moreover, is important for Kovalen Coffee as the business is online based.

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