CHAPTER 5
CONCLUSION AND SUGGESTION

5.1.   Conclusion

According to the hypothesis test result and discussion result, the conclusion of this research is as mention below:

a.   Lifestyle has been accepted to be possitively affected consumer Repurchase Intention. Respondent judgement of lifestyle determined how lifestyle has significantly affected the consumer Repurchase Intention of Starbucks coffee products.

b.   Country of Origin has been accepted to be possitively affected consumer Repurchase Intention. Respondent judgement of country of origin determined how people attracted to Starbucks product based on the origin of the products.

c.   Brand equity has been accepted to be possitively affected consumer Repurchase Intention. Respondent judgement of brand equity determined how people attracted to a product based on their image.

5.2. Suggestion

5.2.1.   Theoretical Significance

This research can be used as a reference to other's research in the future, and also can be used as a further research on the same topics or concept, or it can be also used as a theory finder that supporting the retail

concept, which are consumer lifestyle, country of origin, brand equity and also consumer Repurchase Intention of a product.

5.2.2.   Practical Significance

For the store manager of Starbucks in Surabaya, they need to pay attention about brand perception of Starbucks which has the most vulnerable value compared to other independent variables. In order to compete in the food and beverage industry is tight at the moment, so the store manager have to defend the values that have been attached to the respondents. The activities that can be done for example, among others :

a.   Starbucks should improve their facility to build and create the feelings of comfortness in athmosphere of the coffeeshops, because Starbucks is not only selling their products, but also their image of a good coffee shops, and also they're from the lifestyle perspection, people hanging around in starbucks to talk to friends and others, and it has to be supported with a good facilites such as good design of coffee shops, comfortable chair.

b.   As the result of this research is showing suggestion to Starbucks on how to improve their brand, Starbucks is already a well-known brand in Surabaya, and all the indicators shows a good criterion which mean all the customers says agree to it, but what is need to be consider is how Starbucks need to improve their innovation, creating promos and event, to support their sales.

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