

CHAPTER 5

CONCLUSION, LIMITATIONS AND SUGGESTIONS

5.1 Conclusion

In this study, researchers tested The Effect of Service Quality on Purchasing Decision with Brand Trust as a Mediating Variable in Toyota Surabaya. Based on test results and discussion in the previous chapter, the following conclusions can be drawn:

1. Service Quality has a positive and significant effect on Purchasing Decision, which means the better Service quality of Toyota the more consumers will feel increase Purchasing Decision. Thus it supports the first hypothesis.
2. Service Quality has a positive and significant effect on Brand Trust, which means the better Service Quality of Toyota the more consumers will feel more Trust. Thus it supports the second hypothesis.
3. Brand trust has a positive and significant effect on Purchasing Decision, which means the better consumer perception of brand trust the more consumers will increase Purchasing Decision. Thus it supports the third hypothesis
4. Service Quality with mediating Brand Trust has positive and significant effect on Purchasing Decision. Therefore, Hypothesis 4 in this study are supported.

5.2 Limitations

This study has positive effect to Purchasing Decision with service quality and brand trust variable also one of hypothesis is have positive namely service quality with mediating brand trust which not support previous hypothesis. This study can also be influenced by other variables such as price, brand personality, Product Quality, Brand Image, etc. The researcher has limitation of time so hope there is someone in future who can help to continue this research.

5.3 Suggestion

Academic Suggestion

For further research, it is hoped that they will be able to carry out research independently area by considering other variables that affect the Purchasing Decision for example price, brand personality, Product Quality, Brand Image, etc. Second this research only in Surabaya researcher suggest to do research in another city because the characteristic of people who live in Surabaya can be different to another city.

Practical Suggestions

Based on the research that has been done, several suggestions can be given as follows:

5. For the management of the Service Quality in the Toyota company to be more pay attention in Sales person should help and listen to the customer without ask to buy more car, researcher think that when people have been bough car, when they think the service quality of a sales person is good they will re purchase with same person
6. For the management of the Purchasing Decision in Toyota companies so that more pay attention to increasing consumer confidence in the product Toyota & by the data the low average with question In my opinion Toyota products can be trusted in the future means, now day there are some competitor coming and Brand Trust of Toyota get lower than before so researcher think to increase the brand trust.
7. For the management of Toyota companies so that more pay attention to increasing Brand Trust. This can be done by establishing good relationships with consumers and maintaining quality product. Because consumers must first feel satisfied to be able to be loyal, in this research the lowest average for Brand Trust is m in my opinion Toyota product can be trusted, for increasing Brand Trust Toyota need to improve Product quality.

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