

CHAPTER IV

CLOSING

In accordance with the analysis carried out in this research in the previous chapter of 100 MINUM consumer respondents in the city of Tembalang, the following conclusions can be drawn:

4.1. Conclusion

Based on research on 100 respondents who are consumers of MINUM products domiciled in the city of Tembalang regarding the influence of e-customer value and food delivery application on e-repeat purchases through e-customer trust, it can be concluded that:

1. E-Customer Value has a positive and significant influence on E-Repeat Purchases.

This indicates that a higher perception of E-Customer Value leads to a greater likelihood of repeat purchases. Respondents perceive that MINUM's ability to provide emotional, social, quality/performance, and price/value for money contributes to their intention to repurchase.

2. E-Customer Value has a positive and significant influence on E-Customer Trust.

This suggests that when customers perceive higher value in their interactions with MINUM, their trust in the brand increases. Respondents feel that the value provided by MINUM enhances their trust in the brand.

3. E-Customer Trust positively and significantly influences E-Repeat Purchases. This

indicates that greater trust in MINUM enhances the likelihood of repeat purchases.

Respondents are more inclined to make repeat purchases when they trust the brand's reliability and commitment.

4. **The influence of Food Delivery Apps on E-Repeat Purchases is not significant unless E-Customer Trust is considered as a mediator.** This implies that while Food Delivery Apps themselves do not directly affect repeat purchases, their impact is mediated through E-Customer Trust. For Food Delivery Apps to positively influence repeat purchases, they must enhance the level of trust customers have in MINUM.
5. **Food Delivery Apps positively and significantly influence E-Customer Trust.** This suggests that the features and performance of Food Delivery Apps contribute to an increased level of trust in MINUM. Respondents find that efficient and reliable food delivery services enhance their trust in the brand.
6. **E-Customer Value positively and significantly influences E-Repeat Purchases through E-Customer Trust.** This means that the positive effect of E-Customer Value on repeat purchases is mediated by the level of trust customers have. High E-Customer Value leads to greater trust, which in turn drives repeat purchases.
7. **Food Delivery Apps positively and significantly influence E-Repeat Purchases through E-Customer Trust.** This indicates that the effect of Food Delivery Apps on repeat purchases is mediated by E-Customer Trust. Effective Food Delivery Apps contribute to building trust, which then influences the likelihood of repeat purchases.

4.2. Suggestion

Based on the research conducted with 100 respondents who are MINUM customers residing in Tembalang, regarding the impact of e-customer value and food delivery applications on e-repeat purchases through e-customer trust, the researcher offers the following recommendations for MINUM:

1. In the research results related to the E-Customer Value variable, there are still item values that are below average. For instance, the Quality/Performance Value item received feedback indicating that "there are several better brands at the same price." To address this, MINUM should focus on enhancing the quality and performance of its offerings, ensuring they meet or exceed competitors' standards to provide superior value to customers.
2. In the research results related to the Food Delivery Application variable, there are still item values that are below average. Specifically, the Convenience item has been noted with the comment "There are still lots of queues." To improve this, MINUM should work on speeding up its service to reduce wait times. This could involve streamlining order processing, optimizing delivery logistics, or increasing staff during peak times to handle higher volumes more efficiently.
3. In the research results related to the E-Customer Trust variable, there are still item values that are below average. For example, the Service and Product Quality item received feedback stating "It tastes too sweet for my taste." MINUM should consider offering customizable options for sugar levels in their drinks, allowing customers to

adjust sweetness to their preferences. This would enhance customer satisfaction and strengthen trust in MINUM's commitment to catering to individual tastes.

4. In the research results related to the E-Repeat Purchases variable, there are still item values that are below average. For instance, the Preferential Interest item was noted with the comment "Flavor choices are not as varied as other competitors." To address this, MINUM should expand its drink menu to include a wider variety of flavors, which could attract more repeat customers and better compete with other brands offering a diverse range of options.