

CHAPTER IV

CLOSING

4.1 Conclusion

Based on the results of a study involving 100 consumers of PT Matahari Department Store Tbk on Shopee, which aimed to analyze the relationship between perceived value, customer satisfaction, and repurchase intention, several key conclusions can be drawn:

1. Perceived value (X) has a positive influence on repurchase intention (Y). The result indicates that when customers perceive the benefits of a product or service to outweigh the cost or effort required to obtain it, they are more likely to engage in repeat purchases. This highlights the critical role of delivering value in fostering consumer loyalty and confirms that **H1 is accepted** because the statistical analysis shows a significant and positive relationship between perceived value and repurchase intention, confirming that higher perceived value leads to a stronger intention to repurchase.
2. Perceived value (X) also has a positive effect on customer satisfaction (Z). Customers who feel they receive good value for their money are more inclined to be satisfied with the overall experience. This demonstrates that enhancing perceived value not only supports purchasing behaviour but also directly improves satisfaction levels. This outcome confirms that **H2 is accepted** because the data analysis shows a significant and positive correlation between perceived value and customer satisfaction, indicating that higher perceived value consistently leads to greater customer satisfaction.

3. Customer satisfaction (Z) significantly influences repurchase intention (Y).
When customers are satisfied, they are more likely to return and repurchase, indicating that satisfaction is a key driver of loyalty and future buying behavior. This outcome confirms that **H3 is accepted** because the statistical results demonstrate a strong and significant positive relationship between customer satisfaction and repurchase intention, confirming that higher satisfaction increases the likelihood of repeat purchases.
4. Customer satisfaction (Z) mediates the relationship between perceived value (X) and repurchase intention (Y). This means that perceived value indirectly affects repurchase intention through the enhancement of customer satisfaction. In other words, satisfaction serves as a crucial intermediary that explains how perceived value translates into a desire to repurchase. This outcome confirms that **H4 is accepted** because the mediation analysis confirms a significant indirect effect, indicating that perceived value influences repurchase intention more strongly when customer satisfaction is present as a mediating factor.

4.2 Recommendation

Several suggestions or recommendations can be made by the researcher based on the findings of this study, namely:

1. The overall perceived value was found to be very favorable, attention should be given to the alignment between marketing and the actual product experience. The study revealed that customers occasionally experienced a mismatch between promotional claims and the real condition or features of the product. This was especially evident in the effectiveness in fulfilling

customer satisfaction aspect, which received the lowest score among perceived value indicators. To address this, it is important that Matahari ensures marketing messages are accurate and that product visuals and descriptions reflect reality. Strengthening this alignment will help improve transparency and reduce customer disappointment.

2. Design innovation appears to be a growth opportunity. Although customers viewed the products as reliable and emotionally satisfying, they also expressed a desire for more distinctive and trendier designs. Some perceived the current offerings as basic or lacking uniqueness. To attract a broader market, especially younger consumers, Matahari could explore limited collections, collaborations, or seasonal product lines that add variety and freshness to its brand.
3. Quality consistency should be prioritized to uphold the brand's value-for-money reputation. While many customers were satisfied with pricing and affordability, there were occasional concerns about variation in material quality and finishing. Ensuring consistent quality across all product categories and reviewing pricing strategies to reflect product standards can help maintain customer trust and satisfaction.
4. Customer satisfaction overall was rated very highly. However, the responsiveness of online service, especially through digital platforms, was identified as a point needing improvement. Faster response times, better integration of real-time chat, and a more proactive customer service

approach could significantly enhance the user experience. This is especially important as more consumers shift to digital shopping channels.

5. To maintain strong repurchase intentions, Matahari should focus on regularly updating its product catalogue. The desire for new or interesting items was highlighted as a key factor in customers' decisions to buy again. By keeping product selections fresh and relevant, the brand can keep consumers engaged and encourage ongoing purchases.