

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

According to the results of this research and the previous discussion which described earlier regarding the influence of Store Atmosphere, Brand Awareness, and eWOM towards Purchase Intention, the conclusion can be obtained as follows:

1. Generally the customer said that IKEA Indonesia Store Atmosphere is in a “Good” category with the average score of 82.18%. It means that IKEA already take a good strategy to designing and deciding which atmosphere that will be the most attractive for the customers. Among 33 questions that were distributed to the respondents, the highest rate was 90.4% from the statement “The store symbol of IKEA Indonesia looks clearly” and the lowest rate was 74.6% with the statement “The dead area (toilet and store corner) at IKEA Indonesia well managed”. IKEA know very well who is its customers and build its store based on the customers characteristics and preference by maximizing the exterior design, general interior, store layout, and interior display.
2. Brand Awareness overall is in “Good” category with the average score of 82.95%. This result means that the IKEA customers already notice with IKEA brand existence as a business retail furniture. Among 8 questions that were distributed to respondents, the question with the highest rate was 86% from the statement “I know IKEA brand as a furniture product”, it means that they know about the IKEA existence as a retail furniture in Indonesia And the lowest rate was 78% with the statement “IKEA brand as the main product option”, means they still have another brand option to buy or purchase the furniture products.
3. Electronic Word of Mouth overall is in “Good” category with the average score of 73.91%. This result means that IKEA Indonesia customers has an interaction between each other to share the product review and information. It can be mention as the frequency of accessing information from social

networking sites, interaction between one customer to another about the product information such as product price, variations and quality, sharing the product review, giving positive comments, and recommendations. The highest rate statement is “I have read the positive comments about IKEA Indonesia in social media Instagram.” with 79.4%. This shows that on the social media the customer giving the product review with the positive comments. In contrast, the lowest rate is 60.6% belongs to statement, “I have read negative comment about IKEA Indonesia in Instagram”, and this shows that the majority comments of IKEA products is positive comments.

4. Purchase Intention is in “Good” category with the average score of 81.36%. This means that almost all IKEA customers have intention to purchase the IKEA products. The highest rate is 85.6% with statement “I desire to have IKEA Indonesia product”, means that nearly all students have the willingness to purchase IKEA products. For the lowest rate, 73.8% with statement “I consider to buy IKEA Indonesia product”, means they still need consideration to purchase IKEA products.
5. Store Atmosphere has the value $t_{count} (2.835) > t_{table} (1.9847)$ and the level of significance $0.006 < 0.05$, then H_0 is rejected and H_a is accepted. Therefore, it can be concluded that partially there is a significant effect of Store Atmosphere on Purchase Intention Intention. Based on the research, it can be obtained that Store Atmosphere on Purchase Intention has affect to purchase intention with the score partially is 18.52%.
6. Brand Awareness has the value $t_{count} (3.026) > t_{table} (1.9847)$ and the level of significance $0.003 < 0.05$, then H_0 is rejected and H_a is accepted. Therefore, it can be concluded that partially there is a significant effect of Brand Awareness on Purchase Intention. Based on the research, it can be obtained that Brand Awareness on Purchase Intention has affect to purchase intention with the score partially is 15.69%.
7. eWOM has the value $t_{count} (3,583) > t_{table} (1.9847)$ and the level of significance $0.001 < 0.05$, then H_0 is rejected and H_a is accepted. Therefore,

it can be concluded that partially there is a significant effect of eWOM on Purchase Intention. Based on the research, it can be obtained that eWOM on Purchase Intention has affect to purchase intention with the score partially is 20.35%.

8. Based on the research Fcount is 38,493 with a significance level 0.000. Therefore, the two calculations are $F_{count} > F_{table}$ ($38,493 > 2.70$) and the significance level is $0.000 < 0.05$. This shows that H_0 is rejected, and H_a is accepted. This means that Store Atmosphere, Brand Awareness and eWOM has a significant influence on Purchase Intention. Variable Store Atmosphere, Brand Awareness, and eWOM together have a significant effect on Purchase Intention on IKEA Indonesia offline store. The influence of Store Atmosphere, Brand Awareness, eWOM together has significant influence on Purchase Intention can be seen from the calculation of the determination coefficient (R^2), which is equal to 0.5461 or 54.61% while the rest 45.39% is influenced by another factor such as celebrity endorsement and product packaging.

5.2 Recommendation

Based on the conclusions described above, the author can provide some suggestions that might be useful for the IKEA Indonesia and subsequent researchers, as follows:

5.2.1 Recommendation for IKEA Indonesia

- a. IKEA Indonesia need to improve the variable which has been in the lower score to the bigger score. It can be explained as follows:
 - The lowest point is “I have read negative comment about IKEA Indonesia in Instagram”. It is good because it means that mostly people have read positive comments about IKEA rather than negative comments. But, it doesn’t mean that there’s no negative comment about IKEA in social media. To face this condition, IKEA need to expand its network through social media such as Instagram to collect the customer review especially for unsatisfied customers which has negative comment and respond their negative comment with solutions to solve their problem or we call it after sales service process.

- Another lowest point is “I often exchange information (update) in social media Instagram about IKEA Indonesia”, it can be solved by informing the customer about IKEA Indonesia Instagram account, share the product information through Instagram, announcing the special event or discount through Instagram so it can increase the customer attraction to open and update the information on IKEA Indonesia social media account.
- b. Beside that IKEA also need to maintain the variable which already got the bigger score and categories, such as:
- The higher point is “The store symbol of IKEA Indonesia looks clearly”. So IKEA need to preserve its logo or symbol because it is already become the identity and imprint on the customer’s mind.
 - The next is “IKEA Indonesia has its own uniqueness compared with another brands”, so IKEA need to maintain its concept and uniqueness as its characteristics to attract the customers. And sometimes, innovation is needed to follow the market’s trend.

5.2.2 Recommendation for the next researchers

From the result of this research, the recommendation for the next researcher as follow:

- The variables used in this study are Store Atmosphere (X1), Brand Awareness (X2), Electronic Word of Mouth (X3) and Purchase Intention (Y) have been shown to influence each other based on the determination coefficient value of 54.6%. While the remaining 45.4% is influenced by other factors not examined in this study. So that other variables outside of this study indicate the possibility of having an influence, it is suggested that further research can examine using other variables in order to obtain more varied results and enrich existing theories.