CHAPTER 5
CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

This study examined the influence of brand image and purchase intention through the mediation of perceived value towards Go-Food in Surabaya. Based on the results of research and discussion using Structural Equation Modeling (SEM), conclusions can be drawn as follows:

1. Hypothesis 1 which states that brand image influences the perceived value of Go-Food in Surabaya, accepted. The influence is positive and significant, mostly because respondent agree that Go-Food has a good reputation, which shown has the score above average of loading factor and t-value. This proves that brand image can increase the influence of perceived value on Go-Food in Surabaya.

2. Hypothesis 2 which states trust affects the perceived value of Go-Food in Surabaya, accepted. The influence is positive and significant, because respondent agree that Go-Food has integrity as a food delivery provider and trust have the score above average of loading factor and t-value. This proves that trust can increase the influence of perceived value on the Go-Food application in Surabaya.

3. Hypothesis 3, which states that the perceived value influences purchase intention on Go-Food in Surabaya, accepted. The influence is positive and significant, because respondent agree while using the Go-Food application respondent can save their time and perceived value have the score above average of loading factor and t-value. This proves that perceived value can increase the effect of purchase intention on Go-Food in Surabaya.

4. Hypothesis 4 which states that brand image influences purchase intention through perceived value in Go-Food in Surabaya, accepted. The influence is positive and significant, furthermore the mediating effect of perceived value towards the relationship between brand image and purchase intention have the score above average of loading factor and t-value. This proves that
brand image can increase the influence of purchase intention through perceived value on Go-Food in Surabaya.

5. The hypothesis 5 that states trust influences purchase intention through perceived value in Go-Food in Surabaya, accepted. The influence is positive and significant, furthermore the mediating effect of perceived value towards the relationship between trust and purchase intention have the score above average of loading factor and t-value. This proves that trust can increase the influence of purchase intention through perceived value on Go-Food in Surabaya.

5.2. Limitation

The limitations of this study are that the factors that influence purchase intention in this study consist of only four variables, namely brand image, trust, perceived value and purchase intention, while there are still many other factors that can influence customer purchase intention.

5.3. Recommendation

Based on the research that has been done, the suggestions that can be given are as follows.

5.3.1. Practical advice

1. Advice for managing brand image
   Brand image enhancement in Go-Food can be done by continuing to maintain a brand image reputation that has been embedded in the minds of consumers compared to other brands, and the Go-Food application must be able to increase the emotional bonds that have been formed by handling customer complaints.

2. Advice for managing trust
   Increasing trust by continuing to provide the best service to its users. To Go-Food improving this is very easy to do, because this service has integrity and competence as a provider of food delivery services.
3. Advice for managing perceived value
   Increasing the Perceived Value on Go-Food can be done by continuing to provide value for products such as service throughout the process until after the service process is completed so that it will make more value for the customer.

4. Advice for managing purchase intention
   Increasing Purchase Intention on Go-Food can be done by providing more effective and attractive promotions and building cooperation with various restaurants so that it will provide various choices for consumers.

5.3.2. Academic Advice
   For the next researchers who will use the same variables to be able to consider other variables related to Purchase Intention, for example perceived price, and perceived quality.
REFERENCES


