

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

This study investigated the relationship between four variables namely perceived price, country of origin, customer satisfaction and repurchase intention. The researcher wanted to find out whether repurchase intention can be influenced by perceived price, country of origin, and customer satisfaction or not. Hence the researcher proposed a framework model in which perceived price and country of origin act as independent variables, customer satisfaction act as mediating variable, and repurchase intention act as dependent variable. The study was conducted in Indonesia, with the sample of Indonesian people who have bought or consume South Korean beauty products before. There were 166 valid respondents in this study. The researcher used SPSS version 16 and AMOS version 24 to analyse the data obtained for this study.

Based on the data analysis, four out of the six proposed hypotheses in this study were accepted. The researcher found that perceived price significantly influenced customer satisfaction, country of origin significantly influenced customer satisfaction, country of origin significantly influenced perceived price, and customer satisfaction significantly influenced repurchase intention. On the other hand, the researcher did not find any influences of perceived price on repurchase intention and influences of country of origin on repurchase intention. From the observation, it can be concluded that repurchase intention of South

Korean beauty products in Indonesia is positively influenced by customer satisfaction but is not influenced by country of origin and perceived price directly. However, country of origin of South Korean beauty products did influence Indonesian customers satisfaction, Indonesian customers' price perception of South Korean beauty products have direct influence on their satisfaction, and finally country of origin of South Korean beauty products influenced Indonesian customers price perception.

5.2. Research Limitations

This study has several limitations because of several reasons. Below are several research limitations of this study:

1. The sample of this research still might not represent all Indonesian customers of beauty products since the sample size of this research is relatively small.
2. The research would have been better if the respondents were more heterogeneous.

5.3. Recommendations

For future researches, conducting similar research in other countries and conducting similar research about other products other than South Korean beauty products are suggested. Future empirical studies could also consider using this study's model to investigate the influence other mediating variables or to include other variables that could help develop more general construct of repurchase intention. For an instance not only customer satisfaction could mediate the

relationship between independent variables, other marketing variables such as word-of-mouth, brand trust, and the like could be considered. Lastly, it is recommended for future researchers to conduct similar study in different times in order to investigate whether this study's result is still reliable from time to time.

As for managerial implications, marketing managers can use this research to find out what can increase and also maintain their products repurchase intention in emerging markets. Based on the findings of this study, repurchase intention is directly influenced by customer satisfaction that customer satisfaction is influenced by country of origin and perceived price. Thus, marketing manager should put customer satisfaction as the most important factor if they want the customers to repurchase their products. As of now, customers find the price of South Korean beauty products to be quite affordable, therefore, marketing managers should not meddle with the price. Instead, marketing managers should maintain the prices of South Korean beauty products so that they will not lose customers' satisfaction. Furthermore, since country of origin influenced customers' price perception, the image of where products are made in should be maintained. On the other hand, the failure in finding significant influences of perceived price and country of origin suggests that managers should not expect the customers' price perception and where the products were made in to be able to help boost customers' repurchase intention even when customers seem very satisfied towards the products' country of origins and price.