

CHAPTER VI

CONCLUSION AND RECOMMENDATION

6.1 Conclusions

The results of the research produce conclusions and suggestions that must be given for the continuation of future research. Later, it could be withdrawn the conclusion, as follows:

1. The conceptual design model consists of four eco-label variables that affect brand trust, which consists of 12 indicators. These variables include Environmental Knowledge, Ecolabel Awareness, Ecolabel Knowledge and Belief in Environmentally Buying.
2. Variables that have a significant relationship or influences toward brand trust are Environmental Knowledge and Belief in environmentally buying. While variables that do not have a significant relationship or have no influence toward brand trust are ecolabel awareness and ecolabel knowledge.

6.2 Recommendation

From the result of research objectives, the recommendation for Starbucks is to improve the promotional system by using one of promotional tools which is eco-label. Starbucks have to be more active with their promotion through social media (Instagram, line, email, text message). Starbucks have to educate the customer with ecolabel and environmental knowledge. It means that Starbucks has to inform the customer through social media about the information of environment, the problem in environment and

how to evaluate and reduce the impact of environmental problem, and the important of ecolabel. Starbucks has to be more active in promoting their green product and the ecolabel in their product and educate the customer about green product and the benefit of environmentally friendly product.

In this study there are some hypothesis that has no significant influence. To improve the conceptual model that has been made, further research is needed. Focus on further research is to deal with hypotheses that have no significant relationship or no effect toward brand trust.