

## CHAPTER VI

### CONCLUSION AND RECOMMENDATION

The results of the research have produced conclusions and suggestions that must be given for the continuation of future research.

#### 1.1. Conclusion

Based on the research that has been done, it comes up with the conclusions that will answer the research objectives. Then it can be concluded that:

1. There are 3 variables of green promotion that affect brand trust, which consists of 15 indicators on the conceptual design of the model. These variables include attention, interaction and customer satisfaction.
2. There are 2 of the 3 variables that have a significant relationship to brand trust, namely attention and customer satisfaction. However, the interaction variable has no significant relationship or has no influence on brand trust.

#### 1.2. Recommendation

1. For Further Research

In this study there is a hypothesis that has no significant influence. In order to perfect the conceptual model that has been made, it needs further research. Focus on

advanced research that that has no significant relationship or has no effect on brand trust.

## 2. For Starbuck Coffee

Starbuck needs to conduct a green marketing campaign activity that involves their customers directly. It will grow the brand trust towards Starbuck green marketing concept.