

CHAPTER VI

CONCLUSION & RECOMMENDATION

5.1 Conclusion

The results have carried out conclusions that must be given for the continuation of future research.(1) Conceptual model built based on literature review and declared valid.(2) There are two variables that significantly influence purchasing decisions, namely familiar brand and website interactivity. While other variables such as credible source and initial perception do not have a significant influence toward brand trust.

5.2 Recommendation

In this study there are some deficiencies or things that have not been found with certainty. So, for further research, more literature reviews will be needed to get more precise indicators for every variable, especially on the influence of familiar brand and initial perception toward brand trust to improve the conceptual model that has been proposed.

Recommendation for Starbucks management, (1) they should increase promotion strategy especially in spreading information about their awareness toward environmental campaign through any programs which are carried out by Starbucks. So the customer would get the credible information on their purpose of environmental care. (2) They should give responsive and fast clarification any fake information regarding to their brand to keep customers' trust and loyalty.