

CHAPTER VI

CONCLUSION AND RECOMMENDATION

This chapter will deliver the conclusion of the result on the model analysis and recommendation for the further research

6.1. Conclusion

Based on the result of discussion that has been done on the previous chapter, then this research provides the conclusion as follows :

1. The conceptual model of this research was already built. The model contains of one endogenous variable which is customer engagement and five exogenous variables such as enthusiasm, attention, absorption, irritation and service quality.
2. The significant relationship between endogenous and exogenous variables can be defined that H1, H2, H3, H6 and H8 are accepted. Those variables are enthusiasm, attention, absorption, irritation and service quality. Wheres, H4, H5 and H7 are rejected. The rejected variables are intention, identification and customer satisfaction.

3. It has been obtained the results of a simulation on the customer engagement values which can be the reference for the decision makers to build appropriate decision making.

6.2. Recommendation

As the recommendation for the further research, it is necessary to re-identify exogenous variables that have not been found and affect the value of customer engagement.