CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter clarifies the discussion of the finding in the previous chapter. Based on the research finding of the survey and the analysis, several conclusions are made regarding the role of customer social responsibility and perceived quality as the antecedent variables of corporate reputation which is connected by trust to give impact on positive word-of-mouth.

5. 1 Conclusion

The conclusion is a brief statement or main idea from the findings of the research and discussion (Utami, 2015). There are several conclusions in this research, which are derived from the data analysis results. They are as follows:

1. CSR significantly influence corporate reputation, since *p-value* (0.004) < α (0.192). It shows that the more well-known the CSR of a corporate, the better its corporate reputation.

2. CSR significantly influence PWOM, since *p-value* (0.002) < α (0.173). It shows that CSR does have direct impact on PWOM. However, its indirect effect through corporate reputation is significantly stronger affects PWOM.

3. Perceived quality significantly influence corporate reputation, owing to *p-value* (0.000) < α (0.825), and even stronger than CSR. It means

that the better quality perceived by customers, the better corporate reputation will be created.

4. Perceived quality significantly influence PWOM, because of *p-value* (0.029) < **α** (0.615). It means that perceived quality is able to directly affect PWOM.

5. Corporate reputation significantly influence PWOM, regarding to the number of *p-value* (0.044) < **α** (0.222). Indirect effect of perceived quality towards PWOM through corporate reputation is significantly stronger compared to its direct effect to PWOM. It means that perceived quality has an important role as an antecedent variable of corporate reputation that leads respondents to PWOM.

6. Trust significantly influence the relationship between corporate reputation and PWOM. It means that trust has a role to moderate the relationship between corporate reputation and PWOM. The more customers trust the business, the more they would like to do PWOM.

5. 2 Research Limitations

Limitations of this research may occur during the data collection and data analysis, since the researcher is not an expert in statistical tool. Despite the fact that the results were based on a relatively large, selected randomly university students, and real customer samples. Therefore, a potential bias may come from the primary data collection procedure (Utami, 2015; Lam et al., 2013). The limitations of the research are as follows:

1. Time limitation and resource constraints have led to limited geographical area which was covered in the research. The survey was conducted only within the region of Yogyakarta. To achieve the general objective if this study is used to represent Indonesia, it should be done in other parts of Indonesia.

2. Since the researcher decided to capture university students in Yogyakarta who are the customer of Alfamart and Indomaret as the respondents, extensions of populations who have different background or occupation in the same or other areas of Indonesia may generate different results.

5. 3 Recommendation

The results of this research are useful for practitioners due to the information provided about how significant CSR, perceived quality, and customer reputation affect PWOM based on customers' perspective. The data from this research helps practitioners to analyze and decide the best term they should emphasize on to encourage customer behavior.

The validity and reliability result of this research make this research fully trusted. Therefore, the researcher confidently says that all results in this research could be used as a reference for future researcher or everyone who wants to conduct some other researches in similar topic.

5. 4 Future Research

According to the limitation of the study, the research should be conducted in some other parts of Indonesia, so it can be objectively used to generalize Indonesian customer as a whole. In addition, since the object used in this study was retail industry, specifically retail business of Indomaret and Alfamart, then it could be better if future research chooses another industry or another business. The sample used as respondents might be extended based on occupation or background, and not only university student. Therefore, it might give more variation in the data collection.