

## **CHAPTER V CONCLUSION**

### **5.1 Conclusion**

Based on the research results and discussions that have been described in the previous chapter regarding the influence of product innovation, product quality, and influencer marketing on purchasing decisions through the Fore Coffee application among Generation Z in Surabaya, the following conclusions can be drawn:

1. Product innovation, product quality, and influencer marketing simultaneously have a positive and significant effect on purchasing decisions through the Fore Coffee application. These three independent variables are able to explain most of the variation in purchasing decisions, while the remainder is explained by other variables outside this research model. This indicates that the combination of attractive innovation, good product quality, and influencer marketing together is able to encourage Generation Z consumers to make purchases through the Fore Coffee application, as explained in the framework Theory of Planned Behaviour.
2. Maintaining and consistently improving product quality. Product quality has been shown to be the variable with the highest t-value, indicating that consumers place a high value on quality in their purchasing decisions. Fore Coffee needs to ensure that the product displayed in the app matches the actual product received by consumers and maintain consistency in taste and delivery quality to maintain customer satisfaction.
3. Increasing brand loyalty and repeat purchases. Descriptive analysis results

indicate that Fore Coffee has not yet fully become consumers' top choice compared to other brands. Fore Coffee needs to strengthen its customer loyalty program through an app, such as a points system, exclusive rewards, or personalized offers based on purchase history to encourage long-term purchase consistency.

Based on the conclusions outlined above, the researcher makes several suggestions that are expected to be useful for interested parties, including:

### **5.2.1 Suggestions for Companies**

1. Maintaining and improving product innovation because product innovation is the variable with the largest regression coefficient, Fore Coffee should continue to innovate in creating new menu variants that are unique and suit the tastes of Generation Z. The company needs to improve its ability to repackage old products to be more modern, for example by collaborating with seasonal menus, limited editions, or product concepts based on relevant local trends.
2. Fore Coffee is advised to consistently maintain and improve product quality as a key factor in purchasing decisions, optimize influencer marketing strategies by selecting relevant influencers, and strengthen brand loyalty through customer programs such as points systems, exclusive rewards, and personalized offers to encourage repeat purchases.

### **5.2.2 Suggestions for Further Researchers**

1. Future researchers are advised to add other variables not yet examined in this study, considering that there is still a significant proportion of

variations in purchasing decisions that cannot be explained by this model. Variables that can be considered include price, promotion, and application user experience (*user experience*), *brand image*, or consumer satisfaction as a mediating variable.

2. Further researchers can expand the research population not only to Generation Z in Surabaya City, but also to other cities in Indonesia or compare consumer behavior between generations (Millennials and Generation Z) to obtain more comprehensive findings that can be generalized more widely.
3. Future researchers can use different research methods, such as qualitative or mixed methods approaches, to delve deeper into the factors that influence purchasing decisions through food and beverage applications, as well as explore consumer perspectives in more depth.
4. Future researchers may consider the use of moderating or mediating variables, such as brand trust (*brand trust*) or value perception (*perceived value*), to enrich understanding of the dynamics of the relationship between variables in the context of digital marketing in the coffee industry.