

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of research and discussion are used in accordance with the purpose of the hypothesis, some conclusions can be concluded such as follows:

1. The result of the first hypothesis (H_1) that stated “Brand image significantly affect the consumer purchasing intention on Toyota kijang Innova in Surabaya” is accepted. It means that the brand image has a significant effect towards the purchasing intention on Toyota kijang Innova in Surabaya.
2. The result of the second hypothesis (H_2) that state “Consumer perception significantly affects the consumer purchasing intention on Toyota kijang Innova in Surabaya” is accepted. It means that the consumer perception has significant effect towards the purchasing intention on Toyota kijang Innova in Surabaya.
3. The result of the third hypothesis (H_3) that stated “Service quality significantly affects the consumer purchasing intention on Toyota kijang Innova in Surabaya” is accepted. It means that the service quality has significant effect towards the purchasing intention on Toyota kijang Innova in Surabaya.

5.2 Limitations of the Research

The limitation in this research is the lack of understanding of the respondents to the questions in the questionnaire and caring attitude and seriousness in all of the questions listed. The problem of the subjectivity of the respondents can lead to the results of this study vulnerable to the bias of

respondents' answers and the independent variables are considered quite narrow.

5.3. Suggestion

5.3.1 Suggestion for Academic

1. For further study, it is better to include more independent variables such as promotions, and brand awareness. We know it is related to brand image which based on the data it is needed to improve.

5.3.2 Suggestion for Practitioners

1. Based on the results that have been put, It shows that firm must improve their innovation on making fancy advertisement in order to attract the consumers, afterward consumers will be interested and they will easily remember Toyota kijang Innova as the first car that comes to their mind.
2. Toyota kijang Innova has to maintain consumers' perception and especially they need to consider about the price of Toyota kijang Innova. They might lower price for a bit, so that consumers' perception about the price of the product is not quite expensive.
3. Firm to offer their best service for their consumers, by guaranteeing the consumers a better automobile insurance.
4. After giving improvements and maintain those advertisement, price and the service, consumers will recognize Toyota kijang Innova as an ideal car, and they could consider to purchase the car.

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