

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study examined the impact of ZARA brand image, country of origin and perceived quality toward customer repurchase intention in Surabaya. Based on the results of research hypothesis testing using Partial Least Square (PLS), and the discussion, the conclusion can be drawn as follows:

1. Brand Image is proven to have a significant and positive effect on perceived quality. The respondent's response on brand image determines the level of perceived quality to ZARA in Surabaya. Thus, the first hypothesis which states that brand image has effect on perceived quality of ZARA in Surabaya is accepted.
2. Country of Origin is proven to have a significant and positive effect on perceived quality. The respondent's response on country of origin determines the level of perceived quality to ZARA in Surabaya. Thus, the second hypothesis which states that country of origin has effect on perceived quality of ZARA in Surabaya is accepted.
3. Perceived quality is proven to have a significant and positive effect on repurchase intention. The respondent's response on perceived quality determines the level of repurchase intention to ZARA in Surabaya. Thus, the third hypothesis which states

that perceived quality has effect on repurchase intention of ZARA in Surabaya is accepted.

5.2 Suggestion

5.2.1 Academic Significance

This research can give the information about the connection between brand image, country of origin, and perceived quality to the repurchase intention in ZARA Surabaya. This study also contributes to the development of research literature about the impact of perceived quality on repurchase intention which provides opportunities for other researcher to conduct further research in other shopping site. The subject of this study is limited to people who lives in Surabaya. Therefore, the result of this study can be different if it's conducted outside of Surabaya. Other researcher who wants to conduct further research about the impact of brand image, country of origin and perceived quality toward customer repurchase intention can expand the scale of the study or conducting the study in other area of business.

5.2.2 Practical Significance

Based on the result of this study perceived quality has the strongest effect towards consumer repurchase intention. Brand image and country of origin also found to have strong effect towards perceived quality. Therefore, ZARA should be aware of brand image and country of origin because both of them can either bring a huge benefit or a huge loss to ZARA. Positive brand image plays an important role in creating a favorable consumer trust towards the

company, it also increasing customers repurchase intentions, and reducing promotional expenditures. Therefore, ZARA should have a positive perceived quality while in the same time avoiding negative perceived quality. The activities that can be done are as follow:

1. ZARA should keep fulfilling their promise, and commitment, ZARA can also try to engage more with consumers like listen to the consumer complaint, and request, and settle the consumer complaint as soon as possible in the best possible way. This can dramatically increase the brand image which leads to positive perceived quality about ZARA.
2. ZARA can also increase their product variety, enhancing product quality, offering the products in the price worthy of value, and pleasantly providing after sale services. These improvements could directly increase the country of origin variable. Satisfied consumer, and loyal consumer will give positive perceived quality which will attract new consumers to buy at ZARA.
3. Zara should pay attention about the power of Word of Mouth. If they want to kept ZARA sales high than, they should give their customers a good services so their customers can spread a good word and give a positive feed back for ZARA.

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