

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 “Price significantly affect the consumer purchasing decision on Samsung smartphone in Surabaya” is accepted. It is mean the price have a significant effect towards the purchasing decision on Samsung smartphone in Surabaya.
2. The result of the second hypothesis (H_2) that state “Quality significantly affect the consumer purchasing decision on Samsung smartphone in Surabaya” is accepted. It is mean the quality have a significant effect towards the purchasing decision on Samsung smartphone in Surabaya.
3. The result of the third hypothesis (H_3) that stated “Brand image significantly affect the consumer purchasing decision on Samsung smartphone in Surabaya” is accepted. It is mean the brand image have a significant effect towards the purchasing decision on Samsung smartphone in Surabaya.

5.2 Limitations of The Research

The limitation in this research is located on the sample used. The results will be different if the respondents used are the one who purchase directly in Samsung store, because they are the one who know more about Samsung smartphones.

5.3 Suggestion

Based on the conclusion, it can be given a number of recommendations in the form of suggestions that can be taken into considerations as follows:

5.3.1 Suggestion for Academic

1. For the next research, it is better to add more independent variables such as promotions, advertisements, brand awareness, and perceived value which is also affecting the purchase decision as the dependent variable.
2. The next research should also increase the number of the respondents, so it will be include more diversity and not specify mostly to students but also to all those who use Samsung smartphone.

5.3.2 Suggestion for Practitioners

1. Retailers who engaged in technology sector especially Samsung smartphones, should pay more attention about the price that they offers to the customers. Retailers must arrange an affordable price so it can attract more customers.
2. Samsung have to increase the quality of their products. Because consumers nowadays are paying more attention to quality of the products that they want to buy eventhough the current quality is already good enough.
3. Since Samsung has a good brand image on costomer's minds, the company must pay attention to both price and quality to maintain the good brand image of Samsung that has been built.
4. Samsung company can try to launch some limited model edition which is different with the previous models. So it will make an exclusive impression while also attracting more customers

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