

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research explores the effect of reciprocity, brand images and corporate images in the purchase intentions of The Executive. The results are derived from the hypothesis research results and the discussion in the last chapter. Based on the result of research analysis and discussion in accordance with the purpose of the research, the conclusion can be drawn as follows:

First, The Executive, which means that perceptions of reciprocity strongly affect the purchase intention, decides the buyer. Reciprocity is positive and significant. Customers can recognize and remember a brand more effectively and increase purchase intention. More reciprocity is shown.

Second, The Executive's reciprocity perception has a positive impact on the corporate image. Further, it means in order to raise the corporate image by consumer that The Executive gather more event, The Executive should increase the corporate image, it can be either with joint event or bazaar.

Third, reciprocity perceptions positively and significantly influence brand image on The Executive, which means good assessment or perception of product in satisfying customer's needs will able to increase brand image. This shows that the role brand image is said to be important.

Fourth, Corporate image positively and significantly influence brand image on The Executive, which means good assessment or perception of corporate image influences consumer purchase and strengthens their trust in company's image either directly or indirectly influences brand image.

Fifth, Corporate image doesn't influence purchase intention on The Executive. Thus, the fifth hypothesis which states that Corporate Image has significant impact on Purchase Intention is rejected.

Sixth, Brand image positively and significantly influence purchase intention on The Executive, which mean brand image has a strong effect on consumer needs to make the buyer decision. It means that having brand image are important in order to create customers purchase intention towards The Executive.

Seventh, based on the result, corporate image has a negative but not significantly influence, or it can be said that the corporate image weakens the effects of reciprocity perceptions on purchase intention.

Eighth, based on the result, brand image has a negative but not significantly influence, or it can be said that the corporate image weakens the effects of reciprocity perceptions on purchase intention.

5.2 Limitation of Research

One of the limitations of this research is the object too general. The goal is to ensure that all executive products are generated without relying on one type. And this study differs independently from the particular case of the individual consumer. Often a brand image goal can shift when other incentives such as advertising and discount affect it.

5.3 Suggestions

The researcher makes a number of suggestions and guidelines based on the following hypothesis which must be taken into consideration:

5.3.1 Suggestion for Academic

In potential studies, the study of a particular commodity form is proposed The Executive Report for further research, which may become more comprehensive and precise. In comparison to other factors and metrics, for example the real actions of respondents purchasing repurchases and word of mouth will also be included.

5.3.2 Suggestion for Practical

First, on the basis of research results that perceptions of reciprocity have a favorable and important effect on the purpose of purchasing from the executive, it is recommended to try to work in favor of the executive by the use of a variety of

goods in customers and prospects. Innovative and informative marketing advertising such as Instagram and Youtube must be maintained by management, truthful information must be given, product specifications fulfilled, the monthly open air balloon at Indonesian centers must be maintained and public activities organized.

Second, the findings show that the corporate image and the brand image have a positive and significant influence on the executive. In order for it to improve its role and make a difference with other well-known and more specialized and exclusive retail brands, the business must retain a strong mark and improve its clothes production.

Third, on the basis of the results from the report, which found that the brand image has a significant and important effect on the Executive's purchasing decision, it recommended that the company remain conscious of the consistency and the production of new ideas, and employ trustworthy people to improve the quality of goods and services and encourage loyalty to others.

Fourth, in order to gain wide variety business to reach any sector of the industry from low-class to high-class and to do it every generation or years, The executive should be recommended to continue to be creative and produce new products.

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