

CHAPTER V

CLOSING

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation present in study, implication and possible future directions for the research.

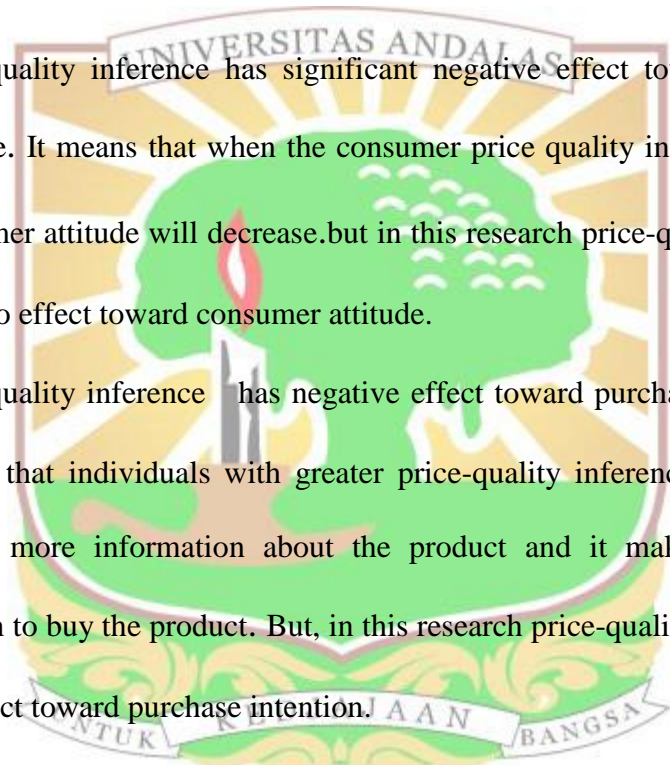
5.1 Conclusion of the Research

This research is quantitative research using primary source of data through explanatory research to analyze how one or more variables related the other variables and the effect between variables that explained by the hypothesis. The surveys are spreaded to 100 respondents which are students in Andalas University.

The purpose of this research is to find out the effect of price-quality inference on consumer attitude toward counterfeit products purchase intention. This research also finds out whether variables have significant effect and positive effect or not. After gathered all the questionnaires back, the data have been processed by using SmartPLS 3.0 and SPSS 16, through several tests; measurement outer model (convergent validity, discriminant validity and reliability test) and measurement inner model (r-square and t-test). There are four hypothesis developed in this research for students in Andalas University.

Therefore, the analysis of results, are:

1. Attitude has significant positive effect toward purchasing intention of counterfeit shoes. It means that attitude and purchase intention of counterfeit shoes are positively affected, the consumer attitude affect positively purchase intention. If the attitude increases, the purchase intention will increase too.
2. Price-quality inference has significant negative effect toward consumer attitude. It means that when the consumer price quality inference is high, consumer attitude will decrease. but in this research price-quality inference have no effect toward consumer attitude.
3. Price-quality inference has negative effect toward purchase intention. It means that individuals with greater price-quality inference are likely to search more information about the product and it makes them more caution to buy the product. But, in this research price-quality inference has no effect toward purchase intention.
4. Attitude mediates the relationship between price-quality inference toward purchase intention. It means that the role of consumer attitude has significant correlation between price-quality inference to purchase intention. But in this research, the result shows that consumer attitude is not mediating price-quality inference and purchase intention. Thus, the



relationship between price-quality inference, to purchase intention cannot be predicted by role of consumer attitude.

5.2 Implications of the Research

This research creates several implications for researcher and practitioners. For researcher, this research is for improving the understanding about relationship price-quality inference, consumer attitude and purchase intention. Based on the result in previous chapter, as expected most student choose shoes as counterfeit product that they frequently bought. Even if they know that the counterfeit product's quality that they have bought are below the average, because of the cheaper price they still willing to purchase counterfeit product, as illustrated in the answer of attitude indicator, the student considered the price when buy counterfeit product.

For practitioners or company that have good brand. This research can be used as a source of information to understand relationship about price-quality inference, consumer attitude and purchase intention. The company also can use this research as information how to avoid the counterfeiting toward their brand. Government can also use this research to add the understanding about the consumer attitude toward counterfeit product, so the government can make a new formula for the new regulation that can limited the counterfeit product in Indonesia in the future.

5.3 Limitation of the Research

Researcher found some limitation when conducted this research. Some of the limitations are as follows:

1. The sampling technique which used is non-probability, convenience sampling. This sampling technique researcher chooses the respondent base on the accessibility or easy to reach. So, the possibilities of the sample can't describe all the population is higher.
2. This research has limitations of the response bias of the respondents. Response bias is the information given by respondents through questionnaire sometimes does not show the actual opinion of the respondents. This happened because of the inability of the respondents to understand the items of each point in the questions. So that the honesty of respondents in answering the questions and the limitation time given to them in filling the questionnaires are slightly inappropriate.
3. Researcher only uses price-quality inference as variable that influence consumer attitude in purchase intention of counterfeit shoes. It's better to use more variables as the antecedents like risk averseness, word of mouth, emotion, status consumption, novelty seeking, personal gratification, integrity and others.

5.4 Recommendation of the Research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the further research, the number of samples used for the next research can be propagated.
2. For the further research, the location of research can be expanded, not only for student of Andalas University.
3. For the further research, different variables can be added or encompassed regarding the topic of the research in order to create and found varieties of the result. And the researcher can compare which factor that has most influence to purchase intention of counterfeit shoes.

