

## 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

The purpose of this research is to find out the relationship of price consciousness to customer attitude and purchase intention towards counterfeit watches to members of Uda Uni Sumatera Barat in Padang City. This research also finds out whether variables have significant relationship and positive effect or not. This research is using primary data collected by spreading 110 questionnaires to members of Uda Uni Sumatera Barat in Padang. There are four hypothesis developed in this research. Therefore, the analysis of results, are:

1. Price consciousness positively relates to customers' attitude toward counterfeit watches to members of Uda Uni Sumatera Barat in Padang. It means that customers' price consciousness has significant effect on customers' attitude. Thus, customers' attitude toward counterfeit watches to members of Uda Uni Sumatera Barat in Padang can be predicted by price consciousness.
2. Attitude positively relates to purchase intention toward counterfeit watches to members of Uda Uni Sumatera Barat in Padang. It means that attitude has significant effect on purchase intention toward counterfeit watches to members of Uda Uni Sumatera Barat in Padang. Thus, purchase intention toward counterfeit watches to members of Uda Uni Sumatera Barat in Padang can be predicted by attitude.
3. Price consciousness positively relates to purchase intention on counterfeit perfume to members of Uda Uni Sumatera Barat in Padang. It means that price consciousness has

significant effect on purchase intention. Thus, purchase intention on counterfeit watches can be predicted by price consciousness.

4. Role of attitude as a mediator positively relates on the relationship between price consciousness to purchase intention. It means that the role of attitude of customer has significant effect between price consciousness to purchase intention. Thus, the relationship between price consciousness to purchase intention can be predicted by role of attitude of customer.

## 5.2 Implications of the Research

This research creates several implication for researcher and practitioners. For researcher, this research is for improving the understanding about relationship between price consciousness, attitude and purchase intention.

For practitioners or company. This research can be used as a source of information to understand relationship about price consciousness, attitude and purchase intention. Company also can use this research as an information to know what are the factors that affected customers' attitude and purchase intention in order to improve their performance for the future.

## 5.3 Limitation of the Research

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

1. The sampling technique which used is non probability, so it difficult to generalizable and the number of sampling which used too little.
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.

#### 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 next research, the number of samples used for the next research can be propagated.
2. For the next research, the location of research can be expanded
3. For the next research, different variables can be added or encompassed regarding the topic of the research in order to create and found varieties of the result.
4. For the next research, researchers may assist the respondent in completing the questionnaire, in order to clarify the meaning of a question that might not be understood by respondents.

