

CHAPTER V

CLOSING

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

5.1 Research Conclusion

This research is quantitative research using a 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 spread among university students in Padang city.

The purpose of this research is to find out the effect of product quality, price, brand image and social influence towards purchase decision. This research also finds out whether variables have a significant effect and positive effect or not. After gathering all the questionnaires back, the data have been processed by using SmartPLS 3.0 and SPSS 21, 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 hypotheses developed in this research for university students in Padang city.

1. Product Quality has a positive significant effect on Purchase Decision. It is mean that the more better the quality of Samsung smartphone, the more

costumers want to purchase the products. To make the costumers keep choose Samsung smartphone, the manufacturer need to maintain the product quality of their smartphone.

2. Price has a positive significant effect on Purchase Decision. It is mean that costumer will purchase the product whenever it provide lower price, so Samsung smartphone need to give price reduction or give promo to the consumer. It will increase the level of consumer purchases on Samsung smartphones.

3. Brand Image has a positive significant effect on Purchase Decision. It is mean that the more better the brand image of a manufacturer, more higher consumer's intention to buy the product. Samsung smartphone need to maintain their image to keep the consumers trust on their product.

5.2 Implication of the Research

This research provides some implication for improvement in understanding the effect of product quality, price and brand image towards purchase decision. The result of this research shows all hypothesis are accepted. It showed that the results of this research also support the results of previous studies conducted by many researchers that related to the variables used in this research.

This research creates several implications for academic and practitioner. For academic The results of this study are expected to be able to contribute to the development of marketing management science, especially towards purchasing decisions. From this study, the results obtained that product quality, price and brand

image have a positive influence and significantly affect the purchase decision of Samsung smartphone among university students in Padang city.

For practitioner, this research can be used for provide input, information and references which can be used as consideration or inputs for the practitioner that are related to effects of product quality, price, brand image and purchase decision.

5.3 Limitation of the Research

The researcher found some limitation when conducting this research. Some of the limitations are as follow:

1. The research was only using three independent variable which are product quality, price and brand image.
2. This research was only carried out at universities which were used as research objects.
3. 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.
4. This research only explained about the purchase decision of Samsung smartphone among students university in Padang city and did not compare their purchasing decisions in different universities.

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, different variables can be added or changed regarding the topic of the research in order to found varieties of the result.
2. For the next research, can conduct research with another brands or object research so can help in enriching the understanding of consumers purchase decision of smartphone.
3. Future research should create questionnaires that were more understandable to people in order to ease the researcher in spreading the questionnaires.
4. For further study, the next research can make a comparison between students from private universities and public universities, is there a difference in respondents response to purchase decision of smartphone.

