

## CHAPTER V

### CLOSING

This is the last chapter of the research report, this chapter explains about the results presented in the previous chapter. It contains of the conclusion, limitation of the research, implication of the research and recommendation for the future researcher. This chapter will discuss and summarize the research objectives, which are to find out the influences of product quality, brand image, and hedonism attitude on purchase decision.

#### 5.1 Conclusion of the Research

The purpose of this research was to determine the influences of product quality, brand image, and hedonism attitude on purchase decision of iPhone product. This research using primary data that collected by spreading 150 questionnaires to the respondents. These questions had alternative answers that were measured through the Likert scale. In analyzing the answers of respondents, SmartPLS3.2.7 was used to analyze data.

Some conclusions can be noted as follows:

- a. Product quality as an independent variable has significant influence on purchase decision of iPhone product. This shows that the better the quality of the product offered, the higher number of purchase decision by the consumers. This is due to the fact that every consumer wants to get a high quality product. Therefore, the company must always pay attention, and improve the quality of its products.
- b. Brand image as an independent variable has significant influence on purchase decision of iPhone product. This shows that the better the product brand image, the higher the number of purchasing decisions by consumers. This is due to the fact that every consumer wants to get a product with a good brand image. Therefore, companies must



always improve and maintain their brand image of product so consumer perceptions of the product are always good.

- c. Hedonism attitude as an independent variable has significant influence on purchase decision of iPhone product. This shows that someone who has a hedonism attitude, the greater the purchase decision to buy a product. This is due to the fact that consumers has a hedonism attitude always follow the existing trends and think of pleasure if they has a product that is trend.

## **5.2 Implication of the Research**

The findings in this study have several important implications that must be considered on purchase decision of iPhone product. The implications of this study are follow :

1. Product quality is an advantage of the product, so the product is more valuable to consumers. If the product sold of good quality, then consumers are always looking for that product. In this research there are several product qualities that need to be improved by the company, such as the quality of iPhone hardware that is non durable, and the quality of iPhone software that is non durable.
2. Brand image of iPhone products the people considers this product is expensive, but the products offered are in accordance with the quality they provide.

## **5.3 Limitation of the Research**

This study has several limitations of the study. With this limitation, expected to be improved in future research. The limitations in this study are:

1. In this research can't distinguish a genuine or fake iPhone. So there is something that is not in accordance with research. Actually just want the genuine iPhone product.

2. This research does not separate the iPhone type used by respondents, because each type of iPhone has different hardware and software quality.

#### 5.4 Suggestion

The results of this study are expected to be able to improve and become a reference research in the future. Variable hedonism a role in this research. Actually, with the attitude of hedonism in someone when buying an iPhone is a big advantage for the company, because this attitude is always looking for fun by following the trends. Companies usually always issue products with each excess. So to improve a consumers to buy iPhone products because each product has unique advantages. But in this study the attitude of hedonism was of very low value, due to differences in attitudes of hedonism between men and women. It is recommended for further research on the equality of respondents for men and women.

