

## CHAPTER V

### CLOSING

#### 5.1 Conclusion

This research has four variables studied, namely brand image, price perception, electronic word of mouth, and purchase intention. This study includes 200 generation Z students at Universitas Andalas who use non premium Spotify. The research used a questionnaire to ensure the data collected is primary data, which is delivered via Google form. Based on the outcomes of the preceding chapter's explanations and discussion, this research has three hypotheses, all of which are supported or accepted by the results of the tests conducted.

1. Brand Image has a positive and significant effect on purchase intention among generation z students on Universitas Andalas who are using of Spotify non premium. This means that the higher the brand image of presented, it will influence the purchase intention of generation z students on Universitas Andalas in purchasing a premium package being promoted. The descriptive results in this study also concluded that based on the highest average, Spotify Premium can be considered has good brand image being promoted.
2. Price Perception has a positive and significant effect on purchase intention among generation z students on Universitas Andalas who are Spotify Non Premium user. This implies that consumers' price

perceptions of products depend on product quality, market segments, and individual factors will influence purchase intentions.

3. Electronic Word of Mouth has a positive and significant effect on purchase intention among generation z students on Universitas Andalas who using Spotify Non Premium. This means that the level of electronic word of mouth on online discussions has an impact on people's purchase intention.

## 5.2 Implication

The result of this study could might expand understanding of marketing strategies and help academics, researchers, and marketing managers to understand the demands and interest of their target audience. Furthermore, the findings of this study might can help business modify and enhance their marketing plans in order to boost customer intent to buy.

1. For the development of further research, this study can serve as a foundation for a deeper understanding of the mechanics underlying how customer purchase intention is influenced by brand image, price perception, and electronic word of mouth. The result of this study can also be used to investigate using different kinds of premium packaged goods that are effected by consumer facing marketing tactics.
2. Further studies can also pay attention to increasing the interest of Spotify Non Premium to switch to using Spotify Premium to achieve purchasing decision. Based on the questionnaire results, it is explained

that Spotify premium service is a good music streaming service and is expected to maintain a clean image of Spotify Premium which will have an impact on consumer purchase intentions.

3. For businesses, it is expected that the findings of this study can help a business in Increase user sympathy to buy Spotify premium services by always maintaining product quality and increasing the attraction of non-premium users to use premium services by marketing through influencers or testimonials and quality content marketing. To create a good price perception, Spotify can adjust the prices offered to students according to their pocket money or seasonal days. Finally, create video content that directly demonstrates the benefits of Spotify Premium, such as downloading songs for offline listening or enjoying music without ads so that online discussions about Spotify Premium can be followed by students.

### **5.3 Limitations**

The limitations of this research can be summarized and explained as follows:

1. The object research is only conducted to limited to generation z students at Andalas University so that it is less credible because it is centered on students at one university only.
2. This study only sampled non-premium Spotify users and non-users were not sampled while they were aware of Spotify premium information.

3. This study only uses the independent variables brand image, price perception, and electronic word of mouth and the dependent variable purchase intention. The author hopes that additional independent variables such as brand awareness and social media marketing and dependent variables such as purchase decisions can be added.
4. It is hoped that more research on brand image, price perception, and electronic word-of-mouth to purchase intention will be conducted using different research methods, a wider sample, more comprehensive research instruments, and different data processing software. The conclusions drawn in this study are solely based on the acquisition of data analysis.
5. In this study only uses media or data collection tools in the form of questionnaires where there are still indications that there may be deficiencies encountered, for example, such as respondents' answers are not careful, respondents' answers are not serious, respondents' answers are not honest in answering the questionnaire questions, and respondents deliberately fill random answers.
6. This study also has other limitations, namely the distribution of questionnaires only through online questionnaires (Google Form), and the distribution is not evenly distributed.

#### 5.4 Recommendation

Based on the presentation of the previous findings, future research can consider the following suggestions can consider some of the suggestions below:

1. Population scope can be wider such as generation Z students at universities in West Sumatra or Indonesia and the number of respondents is expected to be increased to get more accurate results.
2. Future research is expected to include factors such as brand awareness, social media marketing, brand royalty, and review not covered in this study but have an effect on interest in use.
3. For further research, it is necessary to conduct a more in-depth analysis of the customer purchase intention stage and the purchase decision stage.
4. For further research, it is expected to increase data sources, not only focusing on questionnaires, but also including data obtained from other methods.

