

CHAPTER V CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the results of the research on the factors that affect consumers' purchase decisions of SFSP rice at 8 rice shops that sell SFSP rice at the Traditional Market Pasar Raya Padang City, the following conclusions can be drawn:

1. The characteristics of SFSP rice consumers are dominated by female respondents. Most of the respondents came from Padang City with the age of 36-50 years and the majority of respondents had a high school education. Based on occupation, dominated by respondents who have the status of housewives with the status of living in their own homes and based on monthly income, respondents have the most monthly income of Rp. 2. 500,000-Rp. 3,500,000.
2. Factors that have a significant influence on the decision process to purchase SFSP rice at the Traditional Market Pasar Raya Padang City are cultural factors, social factors, personal factors, psychological factors, and price factors. Meanwhile, product quality factors and brand image factors do not have a significant effect on the decision process to purchase SFSP rice at Traditional Market Pasar Raya Padang City.

B. Suggestion

Based on the research that has been conducted, the suggestions that can be given from the results of this research are as follows:

1. Based on the results of the research, to increase the sales of SFSP rice in the Traditional Market Pasar Raya Padang City, which is based on the characteristics of consumers who buy SFSP rice, namely housewives aged 36-50 years with a lower middle income equivalent to the Daily Minimum Wage of the city of Padang, which makes respondents very sensitive to the price of rice. Therefore, marketing strategies need to be improved to reach this target market, with relevant content and stories about products from users of these products. Then

the partnership strategy with the community of product users such as housewives who make this product known because they can help a positive image and strengthen the community to buy the product.

2. In connection with the importance of cultural factors, social factors, personal factors, psychological factors, and price factors, it is recommended that BULOG maintains the supply chain so that the product is never empty in the market and maintains prices according to the highest retail price (HET) then the manufacturer must clearly highlight the certification and health claims on packaging, showing that SFSS rice is not only affordable, but also a healthy and safe choice for the whole family. So that consumers who used to buy routine SFSP rice products still feel safe, comfortable, and believe in the availability of products with prices that are always stable and safe for health. Thus, consumer loyalty can be maintained, the habit of people in buying SFSP rice continues, and the positive image of the product is increasing in the midst of competition in the rice market.
3. For researchers who are interested in researching about SFSP, it is recommended to conduct further research by considering other variables outside of the variables that have been described in this research.

