

CHAPTER V

CLOSING

5.1 Research Conclusion

This study involves four main variables, namely Price, Product Quality, Word of Mouth, and Purchase Decision. The data used in this research are primary data, collected through the distribution of questionnaires using Google Form. The data collection process was conducted directly with respondents who met the predetermined research criteria. The total number of respondents in this study consists of 216 users of Ortuseight football shoes residing in Padang City. Based on the results of the analysis and discussion presented in the previous chapter, the following conclusions can be drawn:

1. Price is proven to have a positive and significant effect on Purchase Decision. This finding indicates that consumers' perceptions of price play an important role in determining their decision to purchase Ortuseight football shoes. In other words, the more the offered price aligns with consumers' financial capability and expectations, the greater the likelihood that consumers will make a purchase.
2. Product Quality has a positive effect on Purchase Decision. This finding suggests that product quality is one of the key factors influencing consumers' decisions to purchase Ortuseight football shoes. The better the quality perceived by consumers, in terms of durability, comfort, and product performance, the stronger their intention to make a purchase.
3. Word of Mouth has a positive effect on Purchase Decision. This finding indicates that recommendations and information from others or fellow users influence consumers' decisions to purchase Ortuseight football shoes. Accordingly, the more positive experiences are shared by existing consumers, the greater the interest of potential consumers in making a purchase.

5.2 Research Implication

1. Academic Implications

For academics, the responses obtained from respondents provide valuable insights for the development of studies related to the influence of price, product quality, and word of mouth on consumer purchase decisions. This study identifies the factors that influence consumers' purchase decisions of Ortuseight shoes in Padang City. The findings can also serve as a reference for future research in related fields.

2. Practical Implications

1. The results of this study indicate that Price has a positive and significant effect on Purchase Decision, suggesting that consumers' perceptions of price are an important factor for sellers of Ortuseight football shoes to consider. Although the prices offered are considered relatively competitive, some indicators still show relatively low values. This suggests the need for price adjustments or promotional strategies, such as offering discounts, bundling packages, or special promotions. These efforts not only enhance consumers' perceived value but also have the potential to encourage them to make a purchase
2. The results of this study indicate that Product Quality has a positive and significant effect on Purchase Decision, suggesting that product quality is a key factor that should be prioritized by sellers of Ortuseight football shoes. Although the overall product quality is considered good, some indicators still show relatively lower scores. This highlights the need for improvements in product quality, such as enhancing durability, comfort, design, or adding additional features. Such efforts can not only increase consumer satisfaction and trust but also have the potential to encourage purchase behavior.

3. The results of this study indicate that Word of Mouth has a positive and significant effect on Purchase Decision, suggesting that positive recommendations and information from fellow consumers are important factors for sellers of Ortuseight football shoes to consider. Although word-of-mouth communication is generally functioning well, some indicators still show relatively low values. This highlights the need for efforts to encourage the dissemination of positive reviews and experiences, such as through programs, testimonials, or interactions within user communities. These measures can not only enhance consumer trust and interest but also have the potential to stimulate purchase behavior.

5.3 Research Limitations

1. The scope of this study is limited to a single subject, namely users of Ortuseight football shoes. Consequently, the findings of this research cannot yet be generalized to other products or communities with different characteristics.
2. The variables examined in this study are limited to three factors: price, quality of product, and word of mouth, in relation to purchase decision. There is still a possibility that other variables, such as brand image, promotional strategies, or customer loyalty, may also influence purchase decisions but were not included in this research.
3. The sample used in this study consisted of 216 respondents. Although the sample size is considered adequate, its representativeness remains limited to a specific group. Furthermore, the use of purposive sampling restricts the generalization of the findings, as it only involves consumers who meet certain predetermined criteria.

5.4 Suggestions

Based on the findings, conclusions, and limitations previously discussed, the author offers several recommendations that are expected to be beneficial for the development of knowledge and for future research, as outlined below:

1. Considering that this study only focuses on three independent variables, namely price, quality of product, and word of mouth, it is recommended that future researchers expand the scope of the study by including or substituting other more relevant variables. Potential variables that could be explored include brand image, promotional strategies, lifestyle, and customer loyalty. The inclusion of these variables aims to identify additional factors that may contribute more significantly to consumers' purchase decisions.
2. Since this study is limited to a single subject, namely Ortuseight football shoes, it is recommended that future researchers do not focus solely on one brand. Subsequent studies could conduct comparative research by comparing Ortuseight with competing brands such as Specs, Nike, and Adidas, or by expanding the product category to other sports equipment, such as futsal shoes or jerseys. This approach is necessary to achieve a higher level of generalization and to make the findings more applicable to a broader industry context.
3. This study is limited to respondents residing in Padang City, with a sample size of 211 participants using purposive sampling. For future research, it is recommended to expand the geographical scope, for instance, covering the entire West Sumatra region or other major cities in Indonesia, to examine potential differences in consumer behavior across regions. In addition, increasing the sample size and considering the use of alternative sampling techniques are expected to provide more representative data and enhance the accuracy of the analysis results.