

CHAPTER IV

CONCLUSION AND RECOMMENDATION

Chapter four will summarize and provide recommendations based on the result of this research that has been conducted regarding the influence of brand image and product price toward purchase decisions with the respondents of 100 H&M consumers at DP Mall Semarang.

4.1. Conclusion

This research is conducted with the title "The Influence of Brand Image and Product Price towards Purchase Decision of H&M Product (Study on Consumers H&M Store At DP Mall Semarang). The results of this research were already presented earlier in chapter three. Thereby, it can be summarized as follows:

1. Brand Image variables have a positive influence on purchase decision variables. Based on the correlation coefficient test, the Brand Image variable includes a very high correlation category. The Brand Image variable also has a positive influence on the purchase decision variable. Based on the linear regression test, the H_a is accepted. Any changes that occur in the Brand Image variable, either increase or decrease, will be followed by the purchase decision variable.

2. Product Price variables have a significant and positive influence on purchase decisions. Based on the coefficient correlation test, the Product Price variable includes a very high correlation category. Based on the linear regression test, the H_a is accepted. The statement means that the purchase decision variable will follow the increase or decrease in the product price variable.
3. Brand image and product price variables have significant and positive influences on purchase decision variables. Together, the brand image and product price variables are included in the very high correlation category. Based on the F-test, H_0 rejected, and H_a accepted. So, the third hypothesis, which states that "brand image and product price have a significant influence on purchasing decisions," is accepted.

4.2. Recommendation

The result of this research is already explained in the previous chapter. Based on the results and findings, the recommendations that could be given are described as follows:

1. Brand image has a significant positive effect on consumer purchase decisions, and it can be used as an effective strategy to increase consumer purchase decisions at H&M DP Mall Semarang. In order to maintain a good brand image strategy, H&M DP Mall Semarang needs to maintain its brand identity, brand Benefits, and competence. It is essential to make the H&M logo and symbol to be easily remembered and recognized. It is also essential to maintain the quality of H&M products at DP Mall Semarang. H&M DP Mall

Semarang is suggested to pay attention to the brand personality. To create a good brand image among consumers, it is essential to pay attention to the promotion and the uniqueness of the products. H&M DP Mall Semarang is suggested to leave a good impression and build a good brand image among its consumers. Consumers tend to purchase the product because of its uniqueness and its quality. These recommendations are concluded based on the respondents' recapitulation of their answers.

2. Product price has a positive significant effect on purchase decisions at H&M DP Mall Semarang. H&M DP Mall Semarang is hoping to pay more attention to product price variables, which may affect its consumer purchase decision. Regarding the product price variable, there are still several things that need to be maintained, including the indicators of price affordability, price match with benefits, and price competitiveness. To increase the purchase decisions of H&M DP Mall Semarang, it is suggested that the price and its worth be evaluated in relation to the product quality and advantages. It is essential to meet the consumer's expectations to make the H&M products worth the consumer's money. The consumer tends to pay more for the product's advantages and quality. H&M should take advantage of the consumer's willingness to pay for the product that is worth their money. These recommendations are drawn based on the respondents' recapitulation of their answers.
3. This research still has several limitations regarding the research variable and the research sample. This research is limited to the brand image and product

price variable; other variables besides brand image and product price variable may affect the purchase decision. Future research is suggested to study other variables that may affect purchase decision variables. Following this research, question items regarding the variable of purchase decision could be updated.

