

## CHAPTER IV

### CONCLUSIONS AND SUGGESTIONS

#### 4.1 Conclusions

Based on the results of the data analysis that has been conducted, it can be concluded that:

1. Product quality has a partially positive and significant influence on the purchasing decisions of Minum. This means that the better the quality of the Minum product, the greater the likelihood of consumers deciding to purchase it.
2. Price has a partially positive and significant influence on the purchasing decisions of Minum. This means that the more affordable the price of Minum products, the greater the likelihood of consumers deciding to purchase them.
3. Product quality and price have a positive and significant influence on purchasing decisions for Minum simultaneously. This means that improving both product quality and price affordability will together increase purchasing decisions for Minum.

#### 4.2 Suggestions

Based on the research results and conclusions obtained, it is hoped that:

1. Outlets of Minum need to maintain consistency in product taste and ask consumers whether they prefer a normal sweetness level or less sugar.

To enhance the quality and pricing strategies of Minum products, a series of targeted approaches can be implemented. Maintaining consistent product

quality requires clear operational guidelines, such as the establishment of Standard Operating Procedures (SOPs) to ensure uniformity in taste and production. This consistency should be supported by the use of high-quality raw materials and a reliable supply chain.

2. Minum outlets need to conduct a price survey of competitors' similar products in order to remain competitive and sustain their position in the business world.
3. It is recommended that Minum outlets offer discounts to customers who make large purchases. This strategy aims to increase sales volume and encourage repeat purchases.