CHAPTER IV
SUMMARY AND RECOMMENDATION

The final section of this chapter serves as a concluding summary of the research findings, focusing on the test results and interpretation of the relationship between the research variables. Furthermore, this study also tests the hypothesis regarding the influence of packaging design and brand image on purchase decision for Emina Cosmetics. In order to tests the hypothesis, this hypothesis test is conducted using the partial least squares (PLS) method to determine the direct or indirect effects between variables. The result of this hypothesis then interpreted by describing to facilitate understanding of the effect of each variable on purchasing decision. Based on these findings, this chapter presents the research conclusions and recommendations which may serve as a basis for consideration by relevant parties and future research.

4.1 Summary

In this chapter, the result based on the hypothesis testing and discussion carried out in the previously chapter involving with 120 respondents, several conclusions can be drawn from these findings to illustrate the relationship between the variables in this study. In this conclusion, this study is presented to address the research objectives concerning the influence of packaging design and brand image on purchase decision of Emina Cosmetics products.

1. **Packaging Design** has a positive but statistically insignificant effects on the purchase decision of Emina Cosmetics products, where the first hypothesis (H1) is rejected. This indicates that consumers' perception of packaging design is not yet a major factor in determining purchasing decisions.

2. **Brand Image** has a positive and significant effect on purchase decision; therefore, the second hypothesis (H2) is accepted. This indicates that the result of the brand image is capable to attracting consumers attention through good reputable domestic brand of Emina Cosmetics.

3. **Packaging Design and Brand Image** have positive and significant effect on purchase decision of Emina Cosmetics products; therefore, the third hypothesis (H3) is accepted. This indicates that packaging design with brand image together directly can influence consumers in decision to purchase the Emina Cosmetics products that complement each other with good packaging builds a strong perception, and a strong brand perception ultimately drives purchasing decision.

4.2 Recommendation

Based on the results and conclusions of the study, a number of recommendations have been formulated which are intended to provide input for the relevant parties. These recommendations are presented as implication of findings regarding the influence of packaging design and brand image on purchase decision in relation to Emina Cosmetics products as a basis for consideration in the development of further research as well.

The recommendation from the researcher is formulated as following below:

1. Based on the research results, the visibility of the packaging design variable has the lowest value based on the relationship. Therefore, it is recommended that Emina Cosmetics could following more further about consumer's needs and giving broader insights regarding the products packaging.

2. Based on the result, brand image has a positive result on the relationship with another variable. However, the value alone still weak for consumer reason decide to purchasing the product. Therefore, it is recommended for Emina Cosmetics to introduce the products with different segmentation of consumers in order to strengthen the brand image.

3. Consumer's stillness of purchasing the products on the purchase decision have not strong enough to pull up the purchasing strategy regarding both packaging design and brand image. Therefore, it is recommended for both

variable that Emina Cosmetics need to strengthen the strategy by giving an education about the product knowledge to the consumers regarding the packaging or material of the products in different age of population.

4. It is recommended that future research consider including additional variables or replacing existing ones that may have greater influence on purchasing decision, such prices, product quality, brand trust, or sustainable packaging that employ a different sample size and research methodology to ensure that the findings are more comprehensive.