

## **CHAPTER IV**

### **CONCLUSION AND SUGGESTION**

#### **4.2 Conclusion**

In the research that has been acknowledged above with the title *The Influence of Product Quality and Price on Purchase Decision on Lingkar Coffee Semarang* which has been explained in the previous chapter discussion, conclusions can be drawn based on the results of research on 100 respondents who are customers of Lingkar Coffee Idea Semarang, then the conclusions obtained are.

1. The results of the first hypothesis test of the product quality variable have a positive and significant influence between the product quality variable and the decision process to purchase Lingkar Coffee products. Product quality The quality of the product is in the good category, it is based on the income of the respondents, namely Lingkar Coffee products have portions that are in accordance with expectations, and Lingkar Coffee products have a delicious aroma. However, there are drawbacks from the product quality variable, there is a question where Lingkar Coffee products lack coffee products that have a distinctive taste. Based on the analysis of the influence of product quality has a positive influence.
2. Based on the hypothesis test, the two price variables have a positive and significant influence between the price variable and the decision process to

buy Lingkar Coffee. The price of Lingkar Coffee products is included in the cheap category. There are two question items that have an above-average score, namely the price offered by Lingkar Coffee in accordance with the quality of the product given, and Lingkar Coffee can compete with similar products. However, there are drawbacks, namely the price is less affordable and the price offered is still not in accordance with the benefits obtained. Based on the analysis, the influence of price has a positive influence.

3. Based on the research in the previous chapter, the questions given to respondents about the purchase decision process, the purchase decision process, the decision process can also be categorized as a good category. Based on the previous chapter, the results of the third hypothesis test variables, product quality and price have a positive and significant influence on the variables of the purchase decision process. So it can be concluded that if product quality and price increase at the same time, it can improve the purchase decision process.

#### **4.2 Suggestion**

Based on the results of the research that has been carried out and the conclusions obtained, the researcher has several suggestions for Lingkar Coffee and future researchers, including:

1. The results of the first hypothesis test, the product quality variable has a positive and significant influence between the product quality variable and the purchasing decision process at Lingkar Coffee. The quality of Lingkar Coffee products is included in the good category, this is based on the opinion of respondents, namely that Lingkar Coffee products have

advantages, namely, the products made can be relied on because the taste produced is always consistent every time they are made, the products are also of good quality even though they are stored for some time and not consumed immediately after being purchased. The shortcomings in Lingkar Coffee are that Lingkar Coffee products do not yet have a distinctive or superior taste compared to comparable products, Lingkar Coffee products also do not meet the expected quality standards, Lingkar Coffee products also do not have a visual appearance that is different from others. The suggestions given, Lingkar coffee products must modify in terms of taste and appearance so that they look distinctive and have differences from other competitors, Lingkar Coffee products should also compare more with competitors to upgrade the existing taste and quality, because it is very unfortunate if it disappoints.

2. The results of the second hypothesis test of the price variable have a positive and significant influence between the price variable and the purchasing decision process at Lingkar Coffee. The price in Lingkar Coffee is included in the good category, this is based on the opinion of respondents, namely that Lingkar Coffee products have advantages, namely, Lingkar Coffee products satisfy consumers with the products received after making a purchase, products, Lingkar Coffee products are also affordable with the purchasing power of existing consumers, Lingkar Coffee products offered are also appropriate than other similar cafes. The advice given, Lingkar Coffee products are also according to the questionnaire data that was

distributed are still relatively less affordable because the average budget of students is IDR 1,000,000 - IDR 2,000,000 per month which results in prices at Lingkar Coffee still need to be considered if the target is mostly students, Lingkar Coffee products are also still relatively expensive for the prices offered with other similar cafes that exist, maybe more observation can be done for the progress of Lingkar Coffee.

3. Based on the research in the previous chapter, the questions given to respondents about the purchasing decision process, the purchasing decision process can be categorized into a good category. Based on the research in the previous chapter, the results of testing the third hypothesis, the variables of product quality and price have a positive influence on the purchasing decision variable. So it can be concluded that if the product quality and product price increase simultaneously, it can increase the purchasing decision process. Although Lingkar Coffee products are already classified as good, they still have to improve the quality of the products provided. So this can also increase existing purchasing decisions and consumer purchases as well as prices set with the benefits given to consumers simultaneously, price and product quality have an influence on the purchasing decision process.
4. For future research, I feel that 100 respondents for my questionnaire data is not enough because there are still many other understandings and factors that influence product quality, price, and purchasing decisions. Research is also an important basis for further research such as the use of different

methodologies in order to use more varied methods, such as qualitative research to gain deeper insights from the consumer perspective, or experiments to test the influence more clearly. This study also succeeded in revealing the significant influence of product quality, price, purchasing decisions, this study also acknowledged that there are still many aspects that need to be explored further. With the suggestions for further research, it is hoped that this finding can be strengthened and expanded in a broader context, providing a deeper contribution to the literature on marketing and consumer behavior.