

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1. Conclusion

Based on the results of research on previous chapter this research can be summed up as follows:

1. Country of origin image found positive and significant effect against the consumer purchase decision of iPhone in Surabaya. This means improving the country of origin image then the consumer purchase decision of iPhone in Surabaya will be increased.
2. Product involvement found positive and significant effect against the consumer purchase decision of iPhone in Surabaya. This means improving the product involvement then the consumer purchase decision of iPhone in Surabaya will be increased.
3. Country of origin image found positive and significant effect against the consumer attitudes of iPhone in Surabaya. This means improving the country of origin image then the consumer attitudes of iPhone in Surabaya will be increased.
4. Product involvement found positive and significant effect against the consumer attitudes of iPhone in Surabaya. This means improving the product involvement then the consumer attitudes of iPhone in Surabaya will be increased
5. Attitudes found positive and significant effect against the consumer purchase decision of iPhone in Surabaya. This means improving the attitudes then the consumer purchase decision of iPhone in Surabaya will be increased.
6. Country of origin image found positive and significant effect against the consumer purchase decision of iPhone in Surabaya by using

attitudes as intervening. This means improving the country of origin image then the consumer attitudes of iPhone in Surabaya will be increased, which in turn also increased the consumer purchase decision of iPhone in Surabaya.

7. Product involvement found positive and significant effect against the consumer purchase decision of iPhone in Surabaya by using attitudes as intervening. This means improving the product involvement then the consumer attitudes of iPhone in Surabaya will be increased, which in turn also increased the consumer purchase decision of iPhone in Surabaya.

5.2. Suggestions

5.2.1 Practical Suggestions

Based on the conclusions above, the recommendation can be given are as follows:

1. Further improve country of origin image with ways to improve the consumer perception that in America there are many high quality labor, America should empower their product quality, if the product have high quality so automatically the labor also high quality.
2. Further improve product involvement by way of reproduce advertising regarding the iPhone, by giving a creative and different ads to watch/read or increasing intensity of the ads about iPhone.
3. Further improve the attitudes by giving a pleasant experience in using iPhone, by capturing customer feedback we can know what customer want and needs.

5.2.2 Theoretical Suggestions

As for that being a theoretical suggestions in this study are as follows:

1. Expected to further research could examine other variables that may also have an influence on the attitude such as product quality, service quality, and so on
2. Expected to further research could examine other variables may also be influenced by attitude such as consumer satisfaction, consumer loyalty and others
3. To consider further study in order to be able to use the model on other research, by using the other object of the research either it's from good companies customers of competitors or companies in other fields, and also increasing or changes the sample of the research.

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