

## **Chapter 5**

### **Conclusions and Suggestions**

#### **5.1 Conclusions**

Based on the results of the discussion, the conclusions in this study are as follows: Price (PR) has a positive and significant influence on Perceived Value (PV) so that the conclusions obtained are that the more appropriate the price is obtained or the price is appropriate, the better Perceived Value by consumers. Store Image (SI) has a positive and significant influence on Perceived Value so that the conclusions obtained are the greater the Store Image or store image, the greater the Perceived Value by consumers or the value received by consumers.

Perceived Value (PV) has a positive and significant influence on Purchase Intention so that the conclusions obtained are the greater the Perceived Value or the value perceived by consumers, the greater the purchase intention for consumers to buy a product. Price (PR) has a positive and significant influence on Purchase Intention so that the conclusions obtained are that the more appropriate the price or price, the greater the Purchase Intention or purchase intention to the consumer. Thus it has been proven that hypothesis 4 which states a positive relationship between Price and Purchase Intention can be accepted. Store Image (SI) has a positive and significant influence on Purchase Intention (PI) so that the conclusion obtained is a large Store Image, the greater the Purchase Intention or purchase intention to the consumer.

#### **5.2 Limitation of The Research**

Limitation in this research search about LC WAIKIKI data. Because LC WAIKIKI itself has only been opened in Indonesia for less than 5 years. And the distribution of questionnaire data cannot be distributed to just anyone if you want to get the appropriate data. The data can be overcome by looking direct on the

official LC WAIKIKI Website. For respondents, the questionnaire was distributed to the environment known by the researcher.

### **5.3 Suggestions**

From the results of the research and conclusions mentioned above, the following suggestions can be submitted:

#### **5.3.1 Practical Suggestions**

To increase store image and consumers purchase intention at LC WAIKIKI Pakuwon Mall Surabaya, the store must pay more attention about their arrangement like neatness store layout, product arrangement, and service for consumers. To increase the price and purchase intention of consumers at LC WAIKIKI Pakuwon Mall Surabaya, LC WAIKIKI must pay more attention to prices offered to consumers and provide that prices aren't too expensive. To improve the perceived value and purchase intention of consumers at LC WAIKIKI Pakuwon Mall Surabaya, LC WAIKIKI must pay more attention to standard quality of LC WAIKIKI products and provide good quality prodouk. Because nowadays, physical store arrangement is also the part of market target. Based on this research is proved that new target market in this era not only think about what they want and what they need. Market can change market target perception like make a good store image to attract customers and some interesting promotion towards social media. It's can change consumers perceived value standards and can increase purchase intention.

#### **5.3.2 Theoretical Suggestions**

For researchers in the future it is recommended to add other factors that influence Purchase intention such as confidence in the image of the store. Future research is recommended to classify based on age and income in more detail, because LC WAIKIKI provides more clothing for young people. With a more detailed classification of age levels, it is hoped that further research can find out more clearly the differences in consumer behavior.

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