

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan hasil penelitian dan pembahasan dapat diperoleh kesimpulan sebagai berikut:

1. Hipotesis 1 yang menyatakan *brand credibility* berpengaruh terhadap *perceived quality* pada *smartphone* Apple iPhone 6 di Surabaya, diterima. Pengaruh tersebut positif dan signifikan. Hal tersebut membuktikan *brand credibility* dapat meningkatkan pengaruh *perceived quality* pada *smartphone* Apple iPhone 6 di Surabaya.
2. Hipotesis 2 yang menyatakan *brand prestige* berpengaruh terhadap *perceived quality* pada *smartphone* Apple iPhone 6 di Surabaya, diterima. Pengaruh tersebut positif dan signifikan. Hal tersebut membuktikan *brand prestige* dapat meningkatkan pengaruh *perceived quality* pada *smartphone* Apple iPhone 6 di Surabaya.
3. Hipotesis 3 yang menyatakan *perceived quality* berpengaruh terhadap *purchase intention* pada *smartphone* Apple iPhone 6 di Surabaya, diterima. Pengaruh tersebut positif dan signifikan. Hal tersebut membuktikan *perceived quality* dapat meningkatkan pengaruh *purchase intention* pada *smartphone* Apple iPhone 6 di Surabaya.
4. Hipotesis 4 yang menyatakan *brand credibility* berpengaruh terhadap *purchase intention* melalui *perceived quality* pada *smartphone* Apple iPhone 6 di Surabaya, diterima. Pengaruh tersebut positif dan signifikan. Hal tersebut membuktikan *brand*

credibility dapat meningkatkan pengaruh *purchase intention* melalui *perceived quality* pada *smartphone* Apple iPhone 6 di Surabaya.

5. Hipotesis 5 yang menyatakan *brand prestige* berpengaruh terhadap *purchase intention* melalui *perceived quality* pada *smartphone* Apple iPhone 6 di Surabaya, diterima. Pengaruh tersebut positif dan signifikan. Hal tersebut membuktikan *brand prestige* dapat meningkatkan pengaruh *purchase intention* melalui *perceived quality* pada *smartphone* Apple iPhone 6 di Surabaya.

5.2 Saran

Berdasarkan penelitian yang telah dilakukan maka saran yang dapat diberikan adalah sebagai berikut:

1. Saran Praktis
 - a. Saran bagi pengelolaan *brand credibility*
 Peningkatan *brand credibility* pada merek Apple iPhone 6 dapat dilakukan dengan cara membuat suatu iklan yang kreatif dan terpercaya dimana melalui iklan-iklan tersebut menunjukkan suatu keunggulan bersaing yang dimiliki Apple iPhone 6 dan dilakukan dengan frekuensi yang banyak dengan media iklan yang bervariasi.
 - b. Saran bagi pengelolaan *brand prestige*
 Peningkatan *brand prestige* pada merek Apple iPhone 6 dapat dilakukan dengan cara terus melakukan inovasi akan desain produknya serta tetap berfokus pada segmentasi kelas atas dengan menetapkan harga premium dan faktor-faktor *tangibel* yang terus diunggulkan dan ditingkatkan (Desain toko fisik, *packging*, fasilitas).

c. Saran bagi pengelolaan *perceived quality*

Peningkatan *perceived quality* pada merek Apple iPhone 6 dapat dilakukan dengan cara terus meningkatkan kualitas akan produk seperti ketahanan produk, keawetan, serta memberikan garansi yang inovatif dari pesaing lain (memberikan garansi dalam jangka waktu yang lebih lama dari pesaing).

d. Saran bagi pengelolaan *purchase intention*

Peningkatan *purchase intention* pada merek Apple iPhone 6 dapat dilakukan dengan cara memberikan promosi-promosi yang lebih efektif dan menarik serta terus melakukan *advertising* dengan frekuensi yang banyak dengan media yang luas.

2. Saran Akademis

Bagi para peneliti berikutnya yang akan menggunakan variabel yang sama untuk dapat mempertimbangkan variabel-variabel lainnya yang berkaitan dan berpengaruh terhadap *purchase intention*, misalnya *brand trust*, *brand awareness*, dan *brand image*.

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