

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the results of research and the discussion about the influence of price, product quality, brand image towards customer value and customer satisfaction of Elizabeth women bag in Surabaya the conclusions can be taken as follows :

1. Price gives direct effect has a positive effect on Customer Value. Thus the first hypothesis which states Price gives impact on Customer Value of Elizabeth women bag is accepted.
2. Product Quality has a positive effect on Customer Value. Thus the second hypothesis which states Product Quality gives impact on Customer Value of Elizabeth women bag is accepted.
3. Brand Image has a positive effect on Customer Value. Thus the third hypothesis which states Brand Image give impact on Customer Value of Elizabeth women bag is accepted.
4. Customer Value has a positive effect on Customer Satisfaction. Thus the fourth hypothesis which states Customer Value gives impact on Customer Satisfaction of Elizabeth women bag is accepted.

## **5.2 Suggestions**

According to the conclusions stated above, several recommendations can be given in the form of suggestions that can be taken into consideration for Elizabeth women bag as follows :

### **5.2.1 Suggestion for Academic**

This research is hopefully being able to be used as a reference for researcher and students who want to do extended research. In addition, this research is hopefully being able to help the researcher and students to develop the theories of price, product quality, brand image, customer value, and customer satisfaction.

### **5.2.2 Suggestion for Practical**

Based on the result above, brand image variable has a positive and significant impact on customer satisfaction through customer value. This proves that brand image taken by Elizabeth has a positive impact on their brand as well as their customers. The activities that can be done for example, as follows :

1. Elizabeth should do more promotion to attract and gaining more customer by giving a special price on certain days or certain hours. Hopefully, it would make more people can afford Elizabeth's bags and increase sales.
2. Elizabeth should make improvements in their design to be more appealing, so the customer will be more delighted because Elizabeth's bag has a good quality yet the design's also appealing.

3. Elizabeth should enhance the customer perceptions by making more advertisement. Hopefully, it will develop a customer point of view simply because they are familiar with the Elizabeth.
4. Elizabeth should keep the quality goods and even better to enhance the quality to maintain the customer trusts.
5. Elizabeth should keep their overall services and even better to be engaged with the customer by being active in social media to interact with customers and build customer relationships.

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