

Chapter 5

Conclusion, Limitation and Suggestion

5.1 Conclusion

Based on the results of testing the hypothesis, conclusions can be taken as follows:

1. Product Quality is proved to have a significant effect on Uniqlo Purchase Intention. So that H1 is accepted. Better product quality will significantly increase Uniqlo's Purchase Intention.
2. Price is proved does not have a significant influence on Uniqlo Brand Image. So H2 is rejected. That means changes in price, does not significantly affect Uniqlo Brand Image.
3. The Country of Origin is proved to have significant influence on Uniqlo Brand Image. So H3 is accepted. The better perception on Country of Origin will significantly enhance Uniqlo's Brand Image.
4. The Country of Origin is proved to have significant influence on Purchase Intention on Uniqlo. So H4 is accepted. The better perception on Country of Origin will significantly increase Uniqlo's Purchase Intention.
5. Perceived Price is proved to have a significant influence on Purchase Intention on Uniqlo. So H5 is accepted. When the price changes there will be changes in Uniqlo's Purchase Intention too.
6. Brand Image is proved to have a significant influence on Purchase Intention on Uniqlo. So that H6 is accepted. Better brand image will significantly increase Purchase Intention to Uniqlo

5.2 Limitation

There are some limitation in this research, the first one is that this research only use 150 samples, when the there are a lot more samples then the result will definitely change. And there are some other variables that can make the result to become more accurate. And one of the hypothesis is not accepted which is the perceived price to brand image.

5.3 Suggestions

Based on the results of the research conclusions, suggestions that can be submitted are:

5.3.1 For Researchers:

1. It is expected that further research can include other factors that can affect Brand Image and Purchase Intention in addition to the Country of Origin, Product Quality and Price, such as Value, Consumer Loyalty.
2. Due to the limitations of this study, further study should increase the number of respondents to get more accurate results and it may resulted on the normality test to have normal distribution function.
3. In order to create an expansion of respondents, it should also sampling not just in one city but bigger area such as East Java or entire Java and etc.

5.3.2 For Companies:

1. The results of the study show that the Country of Origin will significantly improve the Brand Image and Purchase Intention on Uniqlo, therefore the Country of Origin in terms of design that is considered by the respondents to be the least good, should be improved. This can be done by showing more of the characteristics of their home country, namely Japan so that people have more initiative to buy products.
2. The results of the study show that Product Quality can significantly increase Purchase Intention on Uniqlo, therefore Product Quality in terms of durability of clothing products which respondents consider to be at least

good, should be improved. This can be done by looking for clothing material that is better than now.

3. The results show that Price can significantly increase Purchase Intention on Uniqlo, therefore Uniqlo must be able to maintain the prices of products so that people are still interested in buying.
4. The results showed that Brand Image can significantly increase Purchase Intention on Uniqlo, therefore the Uniqlo Brand Image must be maintained, because building a brand image is very difficult

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