

CHAPTER V

CONCLUSION

5.1. Conclusion

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

1. Discounted price proved to have a significant positive effect on Consumer Attitude so H1 was accepted.
2. Brand Image proved to have a significant positive effect on Consumer Attitude so H2 was accepted.
3. Discounted price proved to have a significant positive effect on Customer Purchase Intention so that H3 is accepted.
4. Brand Image proved to have a significant positive effect on Purchase Intention so that H4 was accepted.
5. Consumer Attitude proved to have a significant positive effect on Purchase Intention so that H5 was accepted.

According to Chu-Liao (2016), brand image in outlet malls helps generate consumers' purchase intention. However, this relationship must pass through the mediating role of consumer attitude. The main reason for this is that the brand image of outlet malls must generate trust in the minds of consumers in order to promote consumption. In addition, discounted prices are the main feature of outlet malls, and can directly influence the purchase intention of consumers.

The results of this present study of testing the hypothesis, there are Brand Image impact that quite big to the consumer attitude and purchase intention, Because the help of consumer attitude which can generate trust in consumer mind so the consumer can take decision to purchase the goods. The conclusions of this present research can be taken that, the Brand Image and Discounted Price has a positive impact on the Consumer attitude and Purchase Intention. Which H&M can

gain more customer and sales by giving the discount price in right time and keep their model fashion fit in their customer, but still maintain the price as an affordable fashion retailer.

5.2. Limitation of the Research

The limitations to the study are the minimum of the questionnaire remembering the researcher before has more data and the object of this research only on H&M clothing retail.

5.3. Suggestion

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

5.3.1 For the retail

The results of this study show that discounted price and can significantly increase Customer Purchase Intention on H&M, therefore Consumer Attitude in terms of behavior to customers who are considered by respondents to be at least good, should be improved. This can be done in a way developing the promotion in discounted price. H&M has their own promotional in making discounted price in each country. The most usual discounted price in H&M retail will happened in big day on that country.

The results show that brand image can significantly improve Customer purchase intention on H&M clothing retail, therefore consumer attitude in terms of consumer behavior in decide the clothes retail that are considered by respondents to be at least good, should be improved. This can be done keep the quality of the H&M clothes keep the quality of the H&M clothes keep the quality of the H&M clothes. But for better result it should be done by the customer experience in handling customer's needs in term of clothing.

5.3.2. For Academic

It is expected that in the next study can include other factors that can affect Customer purchase intention other than purchase intention, brand image and

consumer attitude. Next researcher can use this research with another target object: supermarket retail, shoes retail, etc.

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