

CHAPTER V

CONCLUSION

5.1 CONCLUSION

This current research demonstrated the Influence of Price Perception and Promotion to Brand Image and Purchasing Decision. The results show that Price Perception has a positive and significant effect of Brand Image, because price, which in this case relates to the high and low or the amount of money spent by consumers to influence a product, can also affect the long-term image. So that, a business should focus on strategic to enhance good quality of product. This result shows that Price Perception has a positive, its mean signified that the better the consumer's perception of the price would further increase purchasing decisions. Based on the result of this research, the other way to show that Promotion has a positive and significant effect of Brand Image and this shows that the online promotion variable on purchasing decisions mediated by brand image has a greater influence than the value of the direct effect of the online promotion variable on purchasing decisions. On the other hand, the data shows that Promotion has a positive and significant effect of Purchasing Decision, and a vigorous promotion, it can attract the attention of potential consumers to buy the products offered by the company. The better the promotion, the higher the consumer's decision to buy goods. Even though, Brand Image has a positive and significant effect of Purchasing Decision, If the brand image of the product is good, the consumer will make a purchase of the product. So that, between price perception, brand image, purchasing decision and promotion have good correlation to improve purchasing attention from consumer.

5.2 LIMITATION

Although this study makes essential contribution to literature and practice, it has some limitations. First, this study focus on one of the local product Wedang Uwuh in Sukoharjo.

Second, in this study the authors only conducted research in the determination of purposive sampling sampling with people who already know and have bought Wedang UWUH MIMIKU

Third, this research only focusses on the effect of impact between price, promotion, brand image and purchasing decision. Future research should analyzed and examined a detail information about each factor that can improve the influence of price perception, promotion, brand image, and purchasing decision.

5.3 MANAGERIAL IMPLICATION

Based on the results of the research that has been conducted, the researchers provide the following inputs:

For the company

a. Price Perception

Price Perception has a positive and significant influence on purchasing decisions, meaning that the better the price determination applied in the company, the higher the purchase decision of consumers. Therefore, companies should maintain a good pricing strategy, so that purchasing decisions on products can be optimal

b. Promotion

Companies must be able to conduct sales promotions that are attractive and effective in the eyes of consumers. Sales promotions implemented by companies can improve consumer buying decisions.

c. Brand Image

Companies must pay high attention to the importance of brand image and product quality, the higher or greater product purchase decisions that consumers can reach.

d. Purchase Decision

Buyers will pay attention to the risks to the purchase of a product. Then the manufacturer must be able to convince consumers that the purchase of Wedang UWUH MIMIKU products has a low risk through the provision of appropriate guarantees, increasing good publicity about Wedang UWUH MIMIKU for after-purchase service and reference information on customer satisfaction guarantees to consumers who will buy.