

CHAPTER V

CONCLUSION AND SUGGESTION

1. Conclusion.

Based on the research result that have been discussed, some conclusions can be drawn as follows:

1. Brand Attractiveness has a positive effect on purchase intention.
2. Self Congruence has no positive effect on Purchase intention.
3. Customer Brand Identification has a positive effect on Purchase Intention.
4. Brand Attractiveness has no positive effect on Customer Brand Identification.
5. Self Congruence has a positive effect on Customer Brand Identification
6. Brand Attractiveness has a positive effect on Purchase Intention through Customer Brand Identification as a mediating variabel.
7. Self Congruence has a positive effect on Purchase Intention through Customer Brand Identification as a mediating variable.

2. Implication.

Based on the result of the research and discussion previously described, the implications that the research can give as a consideration for future decision making are as follows:

a. Managerial implications

Purchase intent can be a way for Three Second companies to increase and maximize company profits. To increase buying interest, Three Seconds can pay special attention to the attractiveness of its brand such as providing attractive products, providing products that may give an elegant impression when used, providing products that have their own characteristics so that customers are more familiar with these products, and in other ways that can encourage consumer purchase intention. Another factor that can help Three Second companies increase their consumers' purchase intentions is to pay attention to Self Congruence, , such as providing a variety of products so that consumers can choose according to their consumers' self-image, providing complete products for all types of activities so that consumers can choose the one that suits them and other ways that can encourage consumer purchase intentions so that it has an impact on purchasing decisions and can increase sales and company profits.

b. Theoretical Implications

The results of this research are expected to be a reference for previous future researchers by developing other independent and dependent variables that can potentially influence consumers' purchase intentions, especially for Brand Three Second Purwokerto customers in the hope that they will be better than previous researchers

3. Limitations and Suggestion.

a. Limitation

- 1) The number of respondents in this study was 125, of course, it is still not enough to describe the real situation.
- 2) In this study, the data generated was only from the questionnaire instrument which was based on the perception of the respondents' answers, so that the conclusions drawn were only based on the data collected through the use of a written questionnaire instrument without being equipped with interviews and interviews.
- 3) This study has limitations, namely the sample used is relatively small and mostly homogeneous. The characteristics of a sample like this should have a larger and more heterogeneous sample so that the expected results will also be more diverse and the level of validity of the data is also maximized.

c. Suggestion.

- 1) In the next research, it is recommended to take more samples with the aim of better data accuracy in the research.
- 2) Conduct continuous research, this is so that you can see any changes in the opinion of respondents from time to time.
- 3) It is recommended that further research can add new variables or or replace some variables into other variables.