

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

Based on the research results and descriptions that have been discussed in the previous chapter, it can be concluded as follows:

1. Fashion lifestyle has no influenced to Purchase Decision Thrift shop conducted by FEB UNSOED students.
2. Motivation has no influenced to Purchase Decision Thrift shop conducted by FEB UNSOED students.
3. Promotion has influenced positively to Purchase Decision Thrift shop conducted by FEB UNSOED students.
4. Price has influenced negatively to Purchase Decision Thrift shop conducted by FEB UNSOED students.
5. Brand Image has influenced positively to Purchase Decision Thrift shop conducted by FEB UNSOED students.

#### B. Implication

From the results of this study, there are several implications that can be used as material for consideration and useful input for interested parties, including the following:

##### 1. Theoretical Implication

The suggestion that the researcher gives for further research is to further analyze the factors that influence purchase decision in a thriftshop business. The influence of consumer purchasing decisions in the thriftshop business needs to

be developed not only with internal and external factors, but also how marketing is carried out by thriftshop to attract consumer purchase decisions. Other factors such as word of mouth, marketing strategy, and also content may become other variables in future research.

## 2. Practical Implication

- a. Based on this, thriftshop needs to consider carrying out a different promo strategy. Thriftshop can carry out a bundling promo strategy, by providing discounts for purchasing several products, as well as discounts for purchasing a certain amount. So that consumers can experience greater benefits when making many purchases, by getting bigger promos.
- b. Consumers choose to make purchases at thriftshop because the prices are cheaper than the official store. Based on this, thriifshop needs to consider keeping prices in order to remain competitive with other stores. Thriftshop can carry out pricing strategies, such as determining the bottom price and the top price. Then determine the leveraged price as a product decoy to trigger consumer interest. So that consumers have a choice of prices according to their abilities and needs.
- c. Thriftshop can use the services of social media influencers to provide positive testimonials or reviews for Thriftshop. The use of social media influencers is intended to build a brand image and provide a reference for consumers in choosing a thriftshop. So consumers get additional information about recommended thriftshops through social media influencers.