

## **CHAPTER V**

### **CONCLUSIONS AND IMPLICATIONS**

#### **A. Conclusion**

1. Brand image has a positive influence on the purchasing decisions.
2. Brand awareness does not influence on purchasing decisions.
3. Brand love has a positive influence on purchasing decisions.
4. Brand equity has a positive influence on purchasing decisions.

#### **B. Implications**

Based on the results of research, discussion, and conclusions obtained, then the advice can be given as follows:

1. For NVIDIA graphics card company
  - a. Based on the results of the research it is known that on the brand image NVIDIA graphics card companies are advised to keep the good name of NVIDIA graphics cards in the eyes of customers, so that it can create a positive image and ultimately encourage consumers to make purchases of NVIDIA graphic cards
  - b. Based on the results of research it is known that on the brand awareness NVIDIA graphics card is advised to continue to introduce NVIDIA graphics cards, so that the public is aware and knows the brand NVIDIA graphical card and in the end the public will include NVIDIA graphic card as an alternative choice when buying NVIDIA graphics card.

- c. Based on the results of the research it is known that on the brand love variable in order to deliver a dependable and cutting-edge user experience, NVIDIA must strive to achieve breakthroughs in graphics card technology, so their user would be proud when using NVIDIA graphic card as their improvement.
  - d. Based on the results of the research it is known that on the brand equity NVIDIA's brand power seems to have little impact on sales. To change this, NVIDIA needs to enhance its social media communication by highlighting the unique benefits of their graphics cards and why they are the best choice among competitors. By doing so, NVIDIA can appeal to a wider audience and attract more customers to their products.
2. Researchers can further develop this research by using other methods in studying brand image, brand awareness, and product quality to purchase decisions, for example through in-depth interviews with respondents, so that the information obtained can vary more than the amount of answers available. Furthermore, further researchers can also develop the research using factors that influence purchase decisions such as product diversity, brand association, and price perception.

### C. Research Limitation

- 1. The sample in this study is limited to users of NVIDIA graphics cards, it would be better if the sample taken involved respondents, so the results of the study can be generalized in a wider scope.

2. This study only examines the influence of brand image, brand awareness, brand love, and brand equity on purchase decisions. Other factors that can influence purchase decisions that are not included as variables in this study can be included in the next study.

