

CHAPTER V

CONCLUSION AND IMPLICATION

5.1. Conclusion

Based on the results, there are several concluding points can be drawn, which are;

1. Consumer needs for uniqueness has a positive effect on purchase intention.
2. Price perception has a positive effect on purchase intention.
3. Brand perception has a positive effect on purchase intention.
4. Brand credibility has a positive effect on purchase intention.
5. Brand image has a positive effect on purchase intention.
6. Marketing communication has a positive effect on purchase intention.

5.2. Implication

a. Managerial Implication

According to the results research, the researcher provides several implications for Hyundai Ioniq 5 cars. As an automotif products that has prospective future for modern transportation certainly needs a lot of evaluation and improvement to maintain its consumer need of uniqueness such improving car design, price perception such giving promotion, brand perception such improving product features, brand credibility such improving aftersales services, brand image such increasing service performance, and marketing communication such adding more community gathering or car event. In order to keep customers and also protective customer, researcher gives implementative advice to Hyundai Ioniq 5 that through the results of this study recommended to add modern features such as advanced driving assistance systems, wireless

connectivity for Apple CarPlay and Android Auto, and more interactive entertainment screens. In terms of pricing, Hyundai could offer more affordable purchase schemes such as light installments, special discounts, or trade-in programs. Improving after-sales service is also important, for example by expanding specialized electric car workshops, extending the battery warranty period, and providing app-based service. In addition, Hyundai can strengthen marketing communications by holding community events, open test drives, and promotions involving automotive influencers to attract people, especially those who are not familiar with electric vehicles.

In addition, with the entry of the latest electric car Hyundai Ionic 5, other automotive brand competitors must be able to compete with other brands. Therefore, Hyundai Ionic 5 cars must try to improve the promotional strategy so that the interest in purchasing the image of Hyundai Ionic 5 cars becomes better and is favored by the public because currently electric cars are still not popular in the community.

b. Theoretical Implication

It is expected that further research can add other variables that can provide a more in-depth analysis related to other factors that can influence purchase intention. Researchers also provide suggestions for the use of more detailed items with various available sources. Researchers provide suggestions for the addition of country of origin and quality perceptions as recommendations so that there is continuity and complements the results of research.

5.3. Research Limitation

As the study has finished its processes, the researcher has realized that there are some weaknesses in the study which strongly implies on research limitation. First, during data processing, researchers found it were only able to conduct 107 samples from 107 minimum sample limits, which has the potential to reduce the objectivity of the results due to the under-representation of the population. This also researchers see as a weakness which can be improve in the next studies on the same topic. Secondly, based on r table need of uniqueness, price perception, brand perception, brand credibility, brand image, and marketing communication only affect purchase intention by 67.8 percent, therefore there are many variables to explore for further research with the same topic. For the future research 32.2 it can be culture corporate or product portofolio for the internal factors and demographic or environment for the external factors.

