

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusion

1. Non-monetary sales promotion has a positive effect toward brand image.
2. Non-monetary sales promotion has a positive effect toward product knowledge
3. Brand image has a positive effect toward purchase intention.
4. Product knowledge has a positive effect toward purchase intention.
5. Price discount moderate causal effect between brand image and purchase intention.
6. Price discount no moderate causal effect between product knowledge and purchase intention.

B. Implication

To increase purchase intention, marketing manager of Sophie Paris in Purwokerto needs to prioritize non-monetary sales promotion policy. By resetting the policy about the requirements in non-monetary sales promotion to maintain long-term customer loyalty. For example to get fantastic coupon trip with the condition of following: the program period for 4 months, total own sales (TPS) of Rp. 250.000, accumulated turnover for 4 periods of Rp. 400.000.000 until Rp. 600.000.000 and must join Sophie Fantastic Community Training held by Head Office. Besides that, the lottery has the following requirements: closing total own sales (TPS) of Rp. 5.000.000 and recruiting 1 new member in 1 month. With requirements set by Sophie Paris

the members will find it difficult to reach the target of Sophie Paris. Therefore, Sophie Paris should consider to reduce the sales target to get the coupon and lottery. As additional something that Sophie Paris should do in the future to improve the purchase intention best on the researcher view is make promotion such as an entraining billboard advertisement

Refers to the result limitations of this study, further research need to choose and add the number of respondents that in practically can be implemented the probability sampling method, needs to consider using the other methods of data collection, such as interview and observation. Further researchers also extend the study to use different variables to see the company's improvements such as purchase decision, percieve price and develop wider object to produce the better result, more generally and objectively.