

CHAPTER V CONCLUSIONS AND IMPLICATIONS

A. Conclusion

1. Consumer ethnocentrism has no effect on purchase decision.
2. Brand image has a no effect on purchase decision.
3. Perceived quality has a positive effect on purchase decision.
4. Purchase intention has a positive effect on purchase decision.
5. Consumer ethnocentrism has a positive effect on purchase decision with purchase intention as intervening variable.
6. Brand image has a positive effect on purchase decision with purchase intention as intervening variable.
7. Perceived quality has a positive effect on purchase decision with purchase intention as intervening variable.

B. Implication

1. Empirical Implication

As empirical research, the results of this study can be used by the Eiger management as a consideration to improve their marketing strategy by improve consumer ethocentrism, brand image, perceived quality, purchase intention so that it is expected to increase the purchase decision of Eiger product .

There are several ways that the company can do to increase the purchase decision, as follow :

- a. Improve consumer ethnocetris Eiger products, by campaigning to love local product by making event or program with the local climbers who

will climb mountain abroad with their products on with showing that local products can still compete and more superior between imported products, and the other strategy is use the part of traditional Indonesia culture as the Eiger product. an example in increasing ethnocentric consumers is that Eiger can add things that have traditional characteristics such as adding elements of culture or craft of Indonesia in their products so that consumers increasingly understand that the Eiger is the product Indonesia. not only in making the product add the name of the product with a name that has the uniqueness of a name such as the name of a mountain in Indonesia it will get the attention of customers in the hope that people can buy and local products and highlight that Eiger is a product of Indonesia With improving consumer ethnocentrism, then consumers will be more aware of the importance of buying local products.

- b. Improve Brand Image for easy recognition by consumers, things that need to be improved related to price. so the image of Eiger products so far is still in the category of expensive products when compared to other local products. management can do marketing techniques by making discounts, because with discounts can reduce the perception in the consumer as known Eiger have a high price. But still maintain brand has good quality. Brand has better characteristics than competitors. Brand is a good brand. Brand is one of the best brands in the industry. When Eiger

products have the best and best impression among competitors so that consumers will be easily interested and decided to make a purchase

- c. Improve perceived quality, maintain a good perception of the Eiger because it has good quality by keeping the goods already in production and ensuring the same quality by doing strict quality control for each product. because now the consumer perception is good only need to keep the consistency of its production in order to still have good quality. especially in terms of, Overall Quality, Functionality Reliability, Durability. By improving the quality, it will be the best product among similar products so that consumers make purchase decision of Eiger products

2. Theoretical Implication

Refers to the limitations of this study, Further research also can extend the studies to incorporate the other independent, mediator or moderator variables and develop wider object to produce the better result, more generally and objectively. Variables that many complain about which can affect the purchase decision is a variable price. because for some people the price is a very important variable. so for further research can include price as additional variable. And also 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.