CHAPTER V

CONCLUSION AND RECOMMENDATION

In this chapter, researcher will conclude the research discussion such as the theoretical implication and the managerial implications. Furthermore, researcher will include some of the research limitations, and more suggestions for future researcher that want to do the same topics research.

5.1 Conclusion

To test and analyse the data that is needed in this thesis, researcher use SmartPLS 3.2.9. We can conclude from the result of its data analysis that the hypotheses are supported and accepted. Below are the summarize of this research hypotheses:

1. The country-of-origin image has positively affected brand image.

2. The country of origin image has positively affected Brand evaluation.

3. The country of origin has positively affected Customers purchase intentions.

4. Customer's purchase intention is positively affected by the brand image.

5. Customer's purchase intention is positively affected by brand evaluation.

6. The mediator between the process of country of origin image influences along the customer's purchase intention is brand image.

7. The mediator between the process of country of origin image influences along the customer's purchase intention is brand evaluation.

5.2 Theoretical Implication

Regarding the theoretical implication can be established from this study is the theories about country of origins effects positively with brand image, brand evaluation, and purchase intention. As this research replicate the previous study, means that this study is to expand and adding more references regarding the theories of country of origin that needed the addition of brand image and brand evaluation to heighten the purchase intention of consumers.

5.3 Managerial Implication

As for now, it is important for a brand to take risk and more chances on going international. It is a high risk, high reward business. Hence, it is important for a brand to analyse the targeted country. As for examples, foreign fashion brand such as ZARA can be called successful in executing the expand of their business. Even so, ZARA hasn't become the best fashion brand in Indonesia but ZARA has become one of the most popular fashion brand Indonesia. Followed up by H&M and Uniqlo, these foreign brands have become rivals in Indonesia, it is common to see H&M and Uniqlo be in the same mall, while both of them has successfully fulfil Indonesian consumer's, in this study the researcher imply country of origin, brand image, brand evaluation as the key for Indonesian consumer to have a purchase intention for foreign brand.

Based on the results that is analysed with SmartPLS 3.2.9, the researcher can conclude based on the outer loadings that on the variable of country of origins that COO2 has the highest mean, the indicators is that "the country's technology is

high" which researcher can conclude to have a higher purchase intention based on the country of origin needs more advance technology to gain trust by the consumer. Based on the variables of brand image that BI4 has the highest means, the indicator is "The brand doesn't disappoint", the researcher can conclude that the highest factor for brand image is the product itself, which means the products that customer buys need to fulfil the desired needs and wants for the customers. For the variables of brand evaluation, the highest mean is at BE1, the indicator is "I find this brand interesting", the researcher conclude that the most interesting brand gain more purchase intention due to the curiosity of the customer. All of the indicator listed above will create higher purchase intention for the consumer.

5.4 Limitation

This thesis is beyond the word perfect due to the limitation on research, where it indirectly affects the study. Some of the limitations on this study is briefly explained below:

1. All the data that we gathered from the questionnaire are filled by the respondent willingly and honestly.

2. This study analysis is based on the researcher point of view, such as the theories interpretation, hypotheses, results, discussion, and the conclusions.

3. Due to the limited time period, where it only takes three months long, the comprehension of this research is constrained.

5.5 Recommendation for Future Research

Generally, researcher will give suggestions on what to do to the next researchers that want to do research on the same topics. Some of the suggestions for the future research are listed down below:

1. To show or clarify more on the consumer ethnocentrism, such as purchase intention or corporate image, future researcher is encouraged to add more mediator or moderator variables.

2. Specific scope for this research is needed due to the variety of samples. Specific scope here means clearer age, clearer last education, clearer wages, and many more.

3. If it's possible to extend the research period, researchers are encouraged to find as many respondents as possible so that the result will be more accurate.

4. To have more details described on the variables, future researchers are encouraged to add more questions in their questionnaire.