

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the data analysis that researchers have carried out, there are several matches with the model used in this study. This research uses structural equation model (SEM) analysis. This study shows that there are variables that have an influential or significant brand image that has a positive influence on perceived price, brand image that has a positive influence on trust, perceived price that has a positive effect on value, trust that has a positive influence on value, and value has a positive effect on purchase intention. In addition, some variables have no effect or are not significant, namely brand image on value, purchase intention, and perceived price & trust on purchase intention. The following are the conclusions of the research results:

1. Brand image has a positive influence on perceived price. The results of the structural model test show that brand image has a positive effect on perceived price. These results align with the research conducted by Lien et al. (2015), which states that the relationship between brand image and the perceived price has a positive influence. This means that the better the perception of the price was determined by the company, the better the brand image in the eyes of consumers.

From this research, it can be learned that prospective Biznet customers perceive the price of Biznet services by Biznet's brand image or reputation so far.

2. Brand image has a positive influence on trust. The results of the structural model test show that brand image has a positive effect on trust. These results align with research conducted by Chiang & Jang (2014), which states that the relationship between brand image and trust has a positive influence. This study proves that when a company has a good brand image, it will affect consumer trust.

From this research, it can be learned that prospective Biznet customers have confidence in the services offered by Biznet because of Biznet's good

reputation and brand image.

3. The brand image does not have a significant effect on value. Structural model test results show that brand image does not significantly affect value. This result is not in line with Mudambi (2002) research, which states that the relationship between brand image and trust has a positive influence. This study explains that when a company has a good brand image, it does not affect the value of its products or services.

From this research, it can be learned that potential consumers feel that although Biznet's brand image is good, it is not necessarily related to the quality of services provided by Biznet. Biznet must ensure that it will be in line with the quality of service or value provided with its good reputation.

4. Brand image does not have a significant effect on purchase intention. The results of the structural model test show that brand image does not have a substantial impact on purchase intention. This result is not in line with the research conducted by Simonian et al. (2012), which states that the relationship between brand image and purchase intention has a positive influence. In this study, it is explained that when a company has a good brand image, it does not affect consumers' purchase intention towards its products or services.

From this research, it can be learned that even though the brand image already has a good reputation and brand image, it is not enough to increase the level of consumer purchase intention towards services from Biznet. Biznet needs to pay attention to other aspects of its brand image, such as price, service quality, and others.

5. Perceived price has a positive effect on value. The results of the structural model test show that perceived price has a positive effect on value. These results align with research conducted by Chiang & Jang (2014), which states that the relationship between perceived price and value has a positive influence. In this study, it is explained that the better the perception of the price determined by the company, the better the value of the product or service of

the brand.

From this research, it can be learned that prospective customers of Biznet consider that the perception of the price that consumers provide is right by the value that consumers get through Biznet services.

6. Perceived price does not have a significant effect on purchase intention. The results of the structural model test show that perceived price has no significant impact on purchase intention. This result is not in line with research conducted by Wang and Chen (2016), which states that the relationship between brand image and trust has a positive influence. This study explains that the better the consumer's perception of the price of a product or service of a brand, it does not affect consumers' purchase intention towards the product or service of the brand.

From this research, it can be learned that prospective Biznet customers cannot judge only from the perception of the price to make a purchase or subscribe to Biznet services. There are still other aspects that Biznet must emphasize, such as value and brand image.

7. Trust has a positive effect on value. The results of the structural model test show that trust has a positive effect on value. These results align with the research conducted by Lien et al. (2015), which states that the relationship between trust and value has a positive influence. This study explains that the higher the level of consumer confidence in a particular brand, the higher the value that the brand will give.

From this research, it can be learned that prospective Biznet customers can already believe in the quality of services provided by Biznet. So that Biznet must maintain or even improve the quality of its services so that future users can trust Biznet more

8. Trust does not have a significant effect on purchase intention. The results of the structural model test show that trust does not have a substantial impact on purchase intention. This result is not in line with the research conducted by

Kian, Yeow, & Wee (2017), which states that the relationship between trust and purchase intention has a positive influence. This study explains that the high consumer trust in a brand has no significant effect on consumer purchase intentions for the products and services of the brand.

From this research, it can be learned that the trust of Biznet's prospective customers is not enough to boost Biznet's purchase intention. Other aspects are needed so that later trust can increase the level of purchase intention of prospective Biznet customers, such as service prices and service quality.

9. Value has a positive influence on purchase intention. The results of the structural model test show that the value has a positive impact on purchase intention. These results align with research conducted by Chen and Dubinsky (2003), which states that the relationship between brand image and trust has a positive influence.

From this research, it can be learned that Biznet's prospective customers have assessed the quality of services provided by Biznet well to increase Biznet's purchase intention

5.2. Suggestion

Based on the research analysis results, the researchers hope that this research can be helpful for Biznet companies to increase their sales and for future researchers to have an interest in this company to conduct research on similar topics and produce maximum results.

5.2.1. Suggestions for Companies

Based on the research results conducted by researchers, researchers provide suggestions for Biznet companies as follows

1. Biznet must ensure that the company has a good reputation and is one of the strongest brands in the market; with such a good reputation, the consumer perception of the price of Biznet services will also be good, and consumer trust in the Biznet brand will increase. When Biznet is considered capable of providing excellent and qualified service to its customers, it will make Biznet a brand with a good reputation.

2. Biznet must ensure that the consumer's perception of the price is excellent and correct. The consumer's perception of a reasonable and appropriate price here means that the price offered by Biznet for each service is a price that is by the quality of the service provided (Biznet price is reasonable). Therefore, one of the efforts that Biznet can take is to adjust and re-evaluate the various services and facilities provided. In the future, a good perception of the prices of the services Biznet offers (Biznet prices are acceptable).
3. Biznet must conduct socialization with the public regarding the various services offered by Biznet. With this socialization, it is hoped that in the future prospective consumers will know about the service needs they are looking for and want so that consumers will have a good perception of the price of the service they want (not too cheap or too expensive).
4. Biznet must create consumer trust in Biznet. This form of trust can be done by ensuring that what Biznet offers and promises is by what is given later, lest Biznet disappoints its customers because of customer dissatisfaction with the services provided by Biznet.
5. Biznet must also be reliable. For example, when Biznet's services are experiencing interruptions or maintenance, customer service must be ready to serve complaints, criticisms, and suggestions from customers and provide compensation to customers.
6. Biznet must first ensure the quality of the services provided to satisfy its customers. That way, customers will unknowingly recommend Biznet as the best choice for fixed broadband providers in Indonesia, so that it will increase consumer purchase intentions towards Biznet services.

5.2.2. Suggestions for Further Research

In this study, the results provided still have many limitations and are still far from perfect. With this, the researcher hopes that there will be improvements in future research. So the researchers put forward some suggestions for further researchers as follows:

1. Specify which service from the Biznet brand you want to serve as the research object. Because that way, it will be easier for Biznet to know the advantages and disadvantages of each service provided. For example, it chose objects that focus on Biznet Metronet, Biznet Home, Biznet IPTV, Biznet Data Center, Biznet Technovillage, and Biznet Gio Cloud.
2. The variables in this study are limited to brand image, perceived price, trust, value, and purchase intention. Further research is expected to be able to add other variables that have not been mentioned.
3. In this study, the author only analyzed the factors that influence purchase intention at Biznet by surveying respondents who know Biznet. Therefore, the researcher recommends further research to research the intention to repurchase. This aims to determine whether consumers who have used Biznet's fixed broadband service have a desire to return to Biznet's fixed broadband service or not.

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