CHAPTER V
CONCLUSION AND SUGGESTION

A. Conclusion

Based on the calculations in chapter 4 related to analysis of brand equity (brand awareness, brand association, perceived quality and brand loyalty) on purchase intention of Wardah brand, it can be concluded as follows:

1. **Brand Awareness (X1) influence positively and significantly on Purchase Intention (Y)**. It was proven by the result of sig t which was lower than α significant $(0.026 < 0.05)$

2. **Brand Association (X2) influence positively and significantly on Purchase Intention (Y)**. It was proven by the result of sig t which was lower than α significant $(0.023 < 0.05)$

3. **Perceived Quality (X3) influence positively and significantly on Purchase Intention (Y)**. It was proven by the result of sig t which was lower than α significant $(0.030 < 0.05)$

4. **Brand Loyalty (X4) influence positively and significantly on Purchase Intention (Y)**. It was proven by the result of sig t which was lower than α significant $(0.010 < 0.05)$

B. Suggestion

Based on the above conclusions, further suggestions can be suggested by the researcher that will be useful for the parties concerned as follow:

1. PT Paragon Techonology and Innovation (PTI) as the parent company of Wardah is expected to pay more attention to its brand equity in more detail. Although Wardah already has a good brand equity especially its brand awareness, association, perceived quality and brand loyalty in the mind of consumers, but with the amount of cosmetic brands in the market today, Wardah needs to disseminate vigorously more on information and knowledge of their brand. This suggested to be done so that Wardah could gain competitive advantages and able to compete with other brands that already existed or will appear in the future.

2. For consumer who uses cosmetic or skin care product in their daily life, researcher suggests to purchase their cosmetic based on the benefits rather than owning the brand to get a certain image.

3. For further research, it is expected to consider adding other variables besides brand awareness, brand association, perceived quality and brand loyalty that could influence purchase intention. Further research could also increase the sample of the research. Thus, there would be more data collected to be studied. This allows further research to provide a more comprehensive outcome of conclusion.

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C. Conclusion

Based on the calculations in chapter 4 related to analysis of brand equity (brand awareness, brand association, perceived quality and brand loyalty) on purchase intention of Wardah brand, it can be concluded as follows:

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D. Suggestion

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