

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion.

Based on the resulted of data analyzed from hypothesis testing that has been carried out on

" PRICE AND PRODUCT QUALITY AS AFFECTING FACTORS TO PURCHASE INTENTIONS OF ELECTRONIC CARS IN BANDAR LAMPUNG CITY", the following conclusions can be drawn:

1. Price has no effect on purchase intentions because;
Electronic cars have various prices of which some are affordable.
2. Product quality affects purchase intention of electronic cars in Bandar Lampung city.
3. Price and product quality affects purchase intention of electronic cars in Bandar Lampung city.

5.2 Suggestions

Based on the results of the research, the researcher provide suggestions to the Electronic car manufactures and sellers, Electronic car drivers and further researchers. These suggestions are as follows.

5.2.1 Manufactures/sellers.

1. Anew strategy for product awareness should be created and educate people of bandar Lampung about advantages of Electronic cars over fuel powered cars.
2. Electronic car manufactures should ensure the production of high-quality products (cars) that can last for a wide range of time to compete with the others producers of fuel powered Cars.
3. The price of Electronic cars should be slightly lowered so as to meet the affordability levels of customers.

5.2.2Future researchers;

The researcher suggests you to examine variables price and product quality that influence the purchase intentions of electronic cars to the people of bandar Lampung city and compare the results.