

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

The purpose of this study is to determine the influence of Physical Stores (X1) and Fashion E-Commerce (X2) towards Preference of Purchase Intention (Y) in the Fashion Industry. To find the Multiple Linear Regression equation, all of the dimensions have passed the Classical Assumption Test: the Normality Test, Multicollinearity Test, and Heteroscedasticity Test. The Partial Influence Test (T-Test) and the Simultaneous Influence Test are two (F-Test). The following are the study's results:

1. The respondent perception of Physical Store (X1)

According to the results of this study, respondents strongly agreed with all of the Physical Store statements. Based on the descriptive analysis, the Physical Store has influences towards the Purchase Intention in Fashion Industry. According to the Multiple Linear Regression, Physical Store is significant, which suggests that all aspects of Service, Merchandise Quality, Atmosphere, Convenience, and Facilities still influence Purchase Intention for 0,208. This result study in line with the previous research from Paulins & Geistfeld (2003); Visser, Preez, & Noordwyk (2006); Ghosh, Tripathi, & Kumar (2010); Paul, Sankaranarayana, & Mekoth (2016); Wong, Wong, & Ke (2018) that determines the influence of Physical Store towards Purchase Intention.

2. The respondent perception of Fashion E-Commerce (X2)

According to the results of this study, respondents agree with all of the Fashion E-Commerce statements. Based on the descriptive analysis, the Fashion E-Commerce has influences towards the Purchase Intention in Fashion Industry. According to the Multiple Linear Regression, Fashion E-Commerce is significant, which suggest that all aspects of Trust, Time Saving, and Easy to Use still influence Purchase Intention for 0,446. The previous research from Lin, Chai, & Piew (2010); Escobar – Rodriquez

& Bonson - Fernandez (2016); Siregar & Kent (2019); Perna – Garcia, Gill – Saura, Rofiguez – Orujuela, & Ribamar Siqueira (2020) has supported this study accordance with the Influence of Fashion E-Commerce towards Purchase Intention.

3. The Purchase Intention of respondent in Fashion Industry (Y)

Moreover, respondents are more likely to order products from Fashion E-Commerce rather than come to visit the Physical Store. Based on the descriptive analysis, the respondent perception are prefer the Physical Store than the Fashion E-Commerce. After following the several test, the equation founded in this study is $Y = 2,334 + (-0,208X1) + 0,446X2$. According to the R square result, found out that the influence of X1 and X2 towards Y is 35,3% and 64,7% is influence by other factors which not included in this study. According to the results, respondents have a higher tendency to purchase from Physical Store and a lower tendency to purchase from Fashion E-Commerce.

5.2 Suggestions

According to the conclusions above, the suggestions are:

1. According to the result of this study, the respondents have more tendency to purchase from Physical Store. Even X1 got negative in coefficient regression; a brand still needs to pay attention to their Physical Store attributes, especially for Service, Merchandise Quality, Atmosphere, Convenience, and Facilities, because negative is closer to 1, means more has more influences towards a preference of purchase intention.
2. According to the result of this study, the respondents are agree with Fashion E-Commerce which supported by Trust, Time Saving, and Easy to Use. This result is a good start for a brand in the Fashion Industry to use Fashion E-Commerce and optimize all tools. For example, increasing the excellent quality of pictures and conveying complete information about related products in the Fashion E-Commerce to gain the trust from customers, create several promotions such as more discounts for a delivery fee, etc.

3. According to the result of this study, the Physical Store has more influence towards Purchase Intention than Fashion E-Commerce. But, it doesn't mean that Fashion E-Commerce is not needed. However, it is good to consider that business has both the Physical Store and utilizing the Fashion E-Commerce to open more opportunities. As we know, people cannot stay at home every day, and they might get bored, so they need some refreshing. Even people can buy the products online; sometimes, people still need to go to the store just for webrooming or showrooming, some people want to see the product physically. That means all variables should not negate each other, instead of supporting each other in running the business. In this study result, the purchase intention only influenced 35,3% by the Physical Store and Fashion E-Commerce; thus, the other factors 64,7% not included in this study still have to be considered.

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