

## BAB 6

### KESIMPULAN DAN SARAN

#### 6.1 Kesimpulan

Berdasarkan hasil penelitian dan analisis yang telah dilakukan sebelumnya, maka peneliti dapat menyimpulkan bahwa *brand association* dan *brand awarness* tidak memiliki hubungan yang signifikan terhadap *purchase intention* keripik kentang merek Chitato di kota Bandung.. Sedangkan *perceived quality* dan terutama *brand loyalty* memiliki hubungan yang signifikan terhadap *purchase intention* keripik kentang merek Chitato di kota Bandung.

*Brand Equity*, memiliki hubungan positif yang signifikan terhadap *purchase intention*. Oleh karena itu, *brand equity*, pantas menjadi perhatian juga ketika melihat variabel *purchase intention*. Dari keempat sub-dimensi *brand equity*, yang paling memiliki hubungan yang signifikan terhadap *purchase intention* pada merek Chitato di kota Bandung adalah *brand loyalty* dan *perceived quality*.

Berdasarkan rekapitulasi tanggapan responden, *brand association*, *brand awareness*, dan *perceived quality* berada pada kategori baik. Sedangkan *brand loyalty* dan *purchase intention*, berada pada kategori cukup baik.

## 6.2 Saran

Berdasarkan hasil penelitian yang telah dilakukan, peneliti mendapati bahwa dari keempat sub-dimensi *brand equity*, yang paling memiliki hubungan yang signifikan terhadap *purchase intention* pada merek Chitato di kota Bandung adalah *brand loyalty* dan *perceived quality*. Sayangnya, *brand loyalty* dan *purchase intention*, pada merek Chitato masih dalam kategori cukup baik. Barangkali, bila perusahaan ingin meningkatkan *purchase intention*, maka yang harus di benahi pertama kali adalah *brand loyalty*, kedua barulah *perceived quality*, karena *brand loyalty* adalah variabel yang paling berhubungan secara signifikan terhadap *purchase intention* merek Chitato di kota Bandung.

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