

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of data analysis using the Partial Least Square (PLS) method, several conclusions can be drawn regarding the influence of Product Quality and Price Perception on the Purchase Decision of Kelana Coffee products in the city of Surabaya, as follows:

1. Product quality has been proven to have a significant influence on the Purchase Decision of Kelana Coffee. Consumers feel satisfied and comfortable when the product has good quality, in terms of taste, aroma, packaging, and consistency. The higher the consumer's perception of quality, the greater the likelihood they are to make a purchase.
2. Price perception also significantly influences Purchase Decision. Consumers are more inclined to buy when they perceive that the price of Kelana Coffee is in line with the benefits they receive. A price considered fair and reflective of the product's value can increase purchase intention and customer loyalty. In other words, a price perceived as fair and reasonable helps shape positive consumer perceptions.

5.2 Recommendations

1. **Improve product packaging quality.**

Kelana Coffee should pay more attention to packaging aspects, especially cups and straws that are prone to leaking. Suboptimal packaging can reduce

consumer comfort and satisfaction, as well as risk damaging the product's image. Therefore, it is strongly recommended to use stronger materials and more functional designs to ensure safety and convenience during consumption.

2. Create a more attractive and distinctive packaging design.

Packaging design is a key element in attracting consumer attention, especially amid the competition in local coffee products. Kelana Coffee should evaluate its visual packaging design to be more aesthetic, informative, and aligned with the brand image it aims to build, thereby enhancing the product's appeal and marketability.

3. Set a competitive pricing strategy that aligns with product quality.

Kelana Coffee is advised to continuously align pricing with the quality of the products offered. A price perceived as fair and equivalent by consumers will form positive perceptions and increase buying interest.

4. Develop broader and more targeted marketing strategies.

In addition to quality and price, promotion also plays a crucial role. Kelana Coffee can expand its market reach by leveraging social media, collaborating with influencers, and implementing customer loyalty programs to increase brand awareness and strengthen relationships with consumers.

5. Suggestions for future research.

Future researchers are recommended to include other variables such as brand image, promotion, or customer experience to enrich the analysis.