

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the findings of the data analysis in the previous chapter, the writer concluded that building-up a PC with a varied brand can become a new option or consideration to be used for some activities such as doing assignments, gaming and programming. Moreover, the result shows that information and technology students are building-up PCs for doing assignments, gaming and programming. The result of the data analysis also shows that MSI brands become the most popular brand for building up PCs. However, respondents argued that build-up PC is still considered more expensive than branded-PC. Also, the brand of PC components including motherboard, VGA, RAM, processor, hard disk and power supply are still regarded as limited in Semarang market. That means, most of the respondents have good perception on a build-up PCs which have better performance, more varied brands, more functions and are more practical than a branded PC. However, need reconsidering prices offered to buyers. Besides, the respondents also expect more diverse brands provided especially in Semarang city. In conclusion, the respondents have good perception on build-up PCs. However,

affordable prices and more varied brands are things which have to be considered in the sale of build-up PCs.

5.2 Suggestions

Due to some limitations, the writer only managed to collect the data from 75 respondents who are students of the faculty of information and technology. He would like to suggest that in further research use more various respondents from different faculties or even from another institutions are involved. He also suggests more comprehensive study to be done by using both quantitative and qualitative methods. This means that observations and interviews should be used in further research

