CHAPTER 5
CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of the research and discussion described in the previous chapter, it can be summarized as follows:

1. Brand image is positively effect toward customer loyalty in Xiaomi smartphone user in Surabaya, the stronger brand image, the higher customer loyalty will be. Therefore, the first hypothesis in this research is accepted.

2. Brand love is positively effect toward customer loyalty in Xiaomi smartphone user in Surabaya, the stronger brand love, the higher customer loyalty will be. Therefore, the second hypothesis in this research is accepted.

3. Brand trust is positively effect toward customer loyalty in Xiaomi smartphone user in Surabaya, the stronger brand trust, the higher customer loyalty will be. Therefore, the third hypothesis in this research is accepted.

4. Customer loyalty is positively effect toward WOM in Xiaomi smartphone user in Surabaya, the higher customer loyalty, the higher WOM will be. Therefore, the fourth hypothesis in this research is accepted.

5.2 Limitations

The limitations in this research as follows:

1. There is a limited number of respondents and area, therefore if the research conducted outside Surabaya the result can be different.

2. There are limitations to the study by using questionnaires that is, sometimes the answers given do not show the actual situation or not as expected. Such as, the result of descriptive statistic for WOM variable the mean average is neutral witch is sometimes neutral answer does not reflect the real situation.

3. There are limitations to the study by using smartphone Xiaomi as object, because smartphone Xiaomi is a new brand. Therefore if the research using another object that has been famous for a long time the result can be different.

5.3 Suggestion

5.3.1 Suggestion for Academic

1. This research can be used as a reference for further research in conducting similar research.

2. This research give information specifically related to concepts or theories that support about brand image, brand love, brand trust, customer loyalty, and WOM. For other researcher who wants to conduct a similar research about brand image, brand love, brand trust, customer loyalty, and WOM can expand the area outside Surabaya.

3. For other researcher who wants to conduct a similar research can add another variable because the R^2 value of Word of Mouth is 0.352 which indicates that Customer Loyalty variable can explain Word of Mouth variable only by 35.2% which mean that 64.8% of the others are influenced by other variables.

5.3.2 Suggestion for Practitioner

Based on the conclusions of the research results, there are several partical suggestion to Xiaomi company, as follows:

1. Xiaomi smartphone user loyalty can be improved by strengthening the brand image, especially through the development of technological innovations that are able to meet the needs of its users.

2. Xiaomi smartphone user loyalty can also be improved by strengthening brand love, especially through adopting the new trend that happens in society and Xiaomi company need to be aware with their market segmentations. Therefore Xiaomi company can produce the smartphone product that truly reflects the target personality.

3. Xiaomi smartphone user loyalty has also been proven to be enhanced by strengthening brand trust, especially improving the perception of users through publicity media that Xiaomi is a smartphone that is truly safe to use.

REFERENCES

Arndt, J. (1967). Role of Product-Related Conversations in the Diffusion of a New Product. *Journal of Marketing Research, 4*(3), 291-295.

Ballester, E. D. (2003). Development and Validation of a Brand Trust Scale. *Journal of Market Reasearch*, *45*(1), 1-58.

Batra, R., Ahuvia, A. and Bagozzi, R.P. (2012). Brand Love. *Journal of Marketing*, *76*, 1–16.

Carroll, B.A., and Ahuvia, A.C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, *17*(2), 79-89.

Chaudhuri, A., and Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing, 65*(2), 81-93.

Chen, S.C., and Pascale G.Quester. (2015), "The Relative Contribution of Love and Trust Towards Customer Loyalty", *Australian Marketing Jounal.*

Cheung, M. Y., Luo, C., Sia, C. L., and Chen, H. (2009). Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations. *International journal of electronic commerce*, *13*(4), 9-38.

Ferdinand, A. (2002). *Structural Equation Modeling Dalam Penelitian Manajemen*, Edisi kedua, Semarang: BP UNDIP.

Ghozali, I dan Fuad. (2005). *Structural Equation Modeling: Teori, Konsep, dan Aplikasi*. Semarang: Badan Penerbit Universitas Diponegoro.

Goyette, I., Ricard, L., Bergeron, J., and Marticotte, F. (2010). E-WOM Scale : Word of Mouth Measurement Scale for e-Services Context. *Canadian Journal of Administrative Sciences*, *27*, 5-23.

Griffin, J. (2005). *Costumer Loyalty*. Edisi Revisi. Jakarta: Erlangga.

Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study. *International Journal of Service Industry Management*, *7*(4), 27-42.

Haneef, Z., Rizvi, R. H. S., Madni, A. H., and Khakwani, A. (2014). Customer Loyalty of Nokia Mobiles. *Journal of Sociological Research, 5*(1).

Hsieh, An- Tien, and Chung- Kai Li. (2008). The Moderating Effect of Brand Image on Public Relations Perception and Customer Loyalty. *Marketing Intelligence and Planning, 26*(1), 26-42.

Hsu, L., Wang, K., and Chih, W. (2013). Effects of web site characteristics on customer loyalty in B2B e-commerce: evidence from Taiwan. *The Service Industries Journal, 33*(11), 1026–1050.

IDC, 2018. *A Slowdown in China Drags the Worldwide Smartphone Market to a Year-over-Year Decline of 2.9% in Shipments During the First Quarter of 2018*. Obtained from https://www.idc.com/getdoc.jsp?containerId=prUS43773018, 10 July 2018, 20.00 P.M.

Indiantoro, N., dan Supomo, B. (1999). *Metode Penelitian Bisnis Untuk Akutansi dan Manajemen* (edisi ke-1). Yogyakarta: BPFE

Jennings Ralph, 2017. *China's Xiaomi Suddenly Surges In Worldwide Smartphone Sales*. Obtained from https://www.forbes.com/sites/ralphjennings/2017/11/21/chinas-iphone-lookalike-the-xiaomi-is-surging-in-world-smartphone-sales/#66560e2959de, 10 July 2018, 18.00 P.M.

Kang, A. (2015). Brand Love – Moving Beyond Loyalty: An Empirical Investigation of Perceived Brand Love of Indian Consumer. *Arab Economics and Business Journal, 10*, 90-101.

Kazemi, A., and Javad, P. (2013). Impact of Brand Identity on Customer Loyalty and Word of Mouth Communications, Considering Mediating Role of Customer Satisfaction and Brand Commitment, *International Journal of Academic Research in Economics and Management Sciences*, *2*(4), 2226-3624.

Keller, K.L. (1993), Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, *57*, 1-22.

Lau, T. G. and Lee, H. S. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management, 4*, 341-370.

Litvin, Stephen W., Ronald E.G., and Bing Pan. (2008). Electronic word-of-Mouth in Hospitality and Tourism. *Tourism Management, 29*(3), 458-468.

Macovei Octav, (2015). Applying the Theory of Planned Behavior in Predicting Pro-environmental Behaviour: The Case of Energy Conservation. *Acta Universitatis Danubius: Oeconomica*, *11*(4), 15-32.

Matos, C. and Rossi, C. (2008). Word-of-mouth communications in marketing: a meta-analytic review of the antecedents and moderators. *Journal of The Academic Marketing Science*, *36*(4), 578–596

Mayer, R.C., Davis, J.H. and Schoorman, F.D. (1995). An integrative model of organizational trust. *Academy of Management Review*, *20*(3), 709–734.

Methaq Ahmed Sallam, (2015). The Effect of Dual Image (Corporate And Brand) On Customer' WOM: The Role of Customer Loyalty. *International Journal of Economics, Commerce and Management* , *3*(12), 1-17.

Morgan, R.M., and Shelby, D.H. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, *58*(3), 20-38.

Nguyen, N. and Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. *Journal of Retailing and Consumer Services*, *8*(4), 227-36.

Rasheed, F.A. and Abadi, M.F. (2014). Impact of service quality, trust and perceived value on customer loyalty in Malaysia services industries. *Procedia-Social and Behavioral Sciences*, *164*, 298-304.

Roy, Dilip, and Saikat Banerjee. (2008). CARE-ing Strategy for Integration of Brand Identity with Brand Image. *International Journal of Commerce and Management*, 17(1/2), 140-148.

Sahin, A., Zehir, C., and Kitapci, H. (2011). The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty. *Procedia-Social and Behavioral Sciences*, *24*, 1288-1301.

Sasmita, J. and Suki, M.N. (2015). Young consumers' insights on brand equity :Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail & Distribution Management*, *43*(3), 276-292.

Selnes, F. (1993). An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction, and Loyalty. *European Journal of Marketing, 27*(9), 19-35.

Shaver, P.R., Schwartz, J., Kirson, D., and O'Connor, C. (1987). Emotion knowledge: further explorations of a prototype. *Journal of Personality and Social Psychology*, *52*(6), 1061–1086.

Sugiyono. (2008). Metode Penelitian Bisnis (edisi ke-12). Bandung: Alfabeta.

Thakor, M. V., and Lea Prevel Katsanis. (1997). A Model of Brand and Country Effects on Quality Dimensions: Issues and Implications. *Journal of International Consumer Marketing*, *9*(3), 79-100.

The Statistic Portal, 2018. *Global revenue from smartphone sales from 2013 to 2017*. Obtained from https://www.statista.com/statistics/237505/global-revenue-from-smartphones-since-2008/, 19 February 2018, 17.00 P.M.

Wang Yue, 2017. *Xiaomi Is Once Again Among The World's Biggest Smartphone Brands -- But Could It Go Further?*. Obtained from https://www.forbes.com/sites/ywang/2017/08/08/xiaomi-is-once-again-worlds-biggest-smartphone-brand-but-could-it-go-further/#d85ff5a16916, 10 July 2018, 20.00 P.M.

Wu, Paul C.S, and Yun-Chen Wang. (2011). The Influences of Electronic Word-of-Mouth Message Appeal and Message Source Credibility on Brand Attitude. *Asia Pacific Journal of Marketing and* Logistics, *23*(4)*, 448-472.

Yamin, S., dan Kurniawan, H. (2009). *Structural Equation Modeling* (edisi ke-2). Jakarta: Salemba Empat.