

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

This research analyzes the impact of Social Electronic Word-of-Mouth and Brand Attitude towards Purchase Intention on Xiaomi Smartphone in Indonesia. Based on the results of research and discussion using Structural Equation Modeling (SEM) with LISREL 8.8, then the conclusion can be drawn as follows:

1. Social Electronic Word-of-Mouth is positively and significantly impact Brand Attitude. Through this research, researcher concludes it is important for every brand to get positive reviews from their consumers to maintain good image of the brand. This research proved that positive social eWOM has the ability to increase consumer's brand attitude toward Xiaomi smartphone in Indonesia.
2. Brand Attitude positively accepted also significantly impact Purchase Intention. Brand attitude as the intervening variable can increase consumer's Purchase intention if consumer has positive attitude toward Xiaomi smartphone. If Xiaomi has good brand reputation consumer's purchase intention will be build and increased.
3. This research also concludes Social eWOM can directly impacting purchase intention. Because the consumers/ social media users will seek for confidence in purchase things through any information they get, and once they have good reason to buy the product they will buy it. And the result shown the impact of Social eWOM is positive and significant.

#### **5.2 Limitation of the Research**

Limitation in this research is the data of this research cannot be generalized due to the result of normality test is not normal distribution function. So the result of this research can only be used by this research only. This is also due to the

number sample used and the limited time. The result will be different if the sample is over 300 like the previous researches that used as the reference in this research. Also, due to the limited time that is given to this research.

### **5.3 Suggestion**

Based on the conclusions that stated above, several recommendations can be given through this research into consideration for further study and Xiaomi as follows:

#### **5.3.1 Theoretical Suggestion**

Due to the limitation of this study, further study should increase the number of respondents to get more accurate results. For the next researcher may also try to change or add variable intervening like brand image or subjective norm as the same on the second previous research and other study.

#### **5.3.2 Practical Suggestion**

There are several suggestions for Xiaomi according to the result of each variable that used in this research. The suggestions that drawn from this research's result are as follows:

Based on Table 4.3 about descriptive statistic of Social eWOM variable, it is shown that the third statement (I gather information using social media from other consumer's product reviews before I decide what to buy) has the lowest mean value from the other statements to measure this variable. Thus, researcher suggests Xiaomi to give access for their customers to review about their products on their social media or their website. They can also create "Q&A" session in their instagram, facebook, or any social media page to provide more information that consumer needs and cannot be found through any place. This suggestion is to fulfill the lack on Social eWOM result in this research

Table 4.4 about the descriptive statistic of Brand Attitude variable shows that the third statement (I choose Xiaomi over other brand) has the lowest mean

value from the other statements to measure this variable. In this research, brand attitude proven significantly and positively affect purchase intention. It means Xiaomi has positive brand image in the consumer's idea. But when Xiaomi compared to other brand, some of the respondents are agree some also disagree. Researcher suggest for Xiaomi create unique features on their smartphone and develop new things to their smartphone so Xiaomi can be preferable than other brand.

Based on Table 4.5 about the descriptive statistic of Purchase Intention variable it shows that the second statement which is "I will buy Xiaomi rather than other brand's product" has the lowest mean value from the other statements to measure this variable. Since Purchase intention positively affected by Social e-WOM and Brand attitude, researcher suggests Xiaomi to create sales promotions. They can give 10-15% discount to the 100 buyer of their new products, or giving souvenir like power bank, phone case or anything else to those who buy in particular date or those who buy more than specified price.

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