

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results of analysis and discussion above about the influence of brand image on purchase behavior through brand trust of OPPO Smartphone in Surabaya using Structural Equation Modelling (SEM) by Partial Least Square, the conclusion can be drawn as follows:

1. Brand image positively and significantly influence purchase behavior. This explains that brand image of OPPO Smartphone can increase purchase behavior. Thus the first hypothesis stated that brand image has an influence on purchase behavior is accepted.
2. Brand image positively and significantly influence brand trust. This explains that brand image of OPPO Smartphone can increase brand trust. Thus the second hypothesis stated that brand image has an influence on brand trust is accepted.
3. Brand trust positively and significantly influence purchase behavior. This explains that brand trust of OPPO Smartphone can increase purchase behavior. Thus the third hypothesis stated that brand trust has an influence on purchase behavior is accepted.

5.2. Limitation of Research

The limitation of this research is the sample size. The sample size is only limited to 150 respondents. It is too small in order to make general conclusion based about the influence of brand image to purchase behavior through brand trust of OPPO smartphone in Surabaya. The sample size should be in large amount in order to make a general conclusion based. Another limitation is the place where the study conducted. Because this study is only conducted in Surabaya, it might show different result from the sample chosen.

5.3. Suggestion

Based on the conclusion above, several recommendations can be given in the form of suggestions that can be taken into consideration for OPPO management and next researchers:

5.2.1. Suggestion for Academic

Other researcher who interested with similar study can broaden this study into other product category and market segment.

5.2.2. Suggestion for Practical

Based on the result above, brand image has a significant influence to purchase behavior through brand trust. As we see in structural equation on chapter 4 that brand image have greater influence to purchase behavior than brand trust. and if we see the descriptive statistic of brand image, the lowest mean among all indicators is the third indicator which is familiarity. To improve

familiarity OPPO must increase brand awareness by do more advertisement either above the line, below the line, and through the line. Above the line advertisement can be improved by showing advertisement more often on television, billboard, and radio. So customer will be more aware of this brand. Below the line advertisement can be improved by email product details customers. And the last is through the line advertisement by promoting more on social media like Instagram, facebook, and other popular social media platform.

To create a positive purchase behavior OPPO Smartphone company should shape their brand image to be better and better in Surabaya. Because the competition of smartphone nowadays is very tough. By shaping good image, consumer will rely on the brand and also OPPO need to maximize and maintain their brand image because consumers agreed that brand image here is very reliable and responsive in creating brand trust. Therefore, maximizing image will increase trust on brand and make customer rely on this brand.

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