

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Conclusion**

Based on the discussion result, the conclusions of this study are as follows:

1. Brand Image (Bi) affect positively and significantly towards Perceive Value (Pv) so it can be concluded that every brand image can affect the perceive value from a product that has been bought by customer. So, by improving and maintaining the reputation and recognition of the brand it also make the customer who used the brand obtain and creating the benefits value from the brand. Therefore, the first hypothesis which is proposed in this research is Brand Image significantly affect on Perceive Value on Xiaomi brand in Surabaya, is accepted.
2. Country of Origin (Coo) affect positively and significantly towards Perceive Value (Pv) so it can be concluded that a country can representative the work force, the output or product, and the business itself and can create a perceived value for customer who use the product. Therefore, the second hypothesis which is proposed in this research is Country of Origin significantly affect on Perceive Value on Xiaomi in Surabaya is accepted

3. Perceive Value (Pv) affect positively towards Repurchase Intention (Ri) so it can be concluded that perceived value from customer who have or has use the product can create an intention repeat transaction based on the benefits value towards the brand . Therefore, the third hypothesis which is proposed in this research is Perceive Value (Pv) significantly affect on Repurchase Intention (Ri) on Xiaomi in Surabaya is accepted.
4. Brand Image (Bi) significantly and positively affect towards Repurchase intention (Ri) through Perceive value (Pv) so it can be concluded that consumer who have a good image or impression towards a brand will obtain benefits value that's really support them whether they have used or has used the brand product and it can occur the re-transaction in the future of the brand. Therefore, the fourth hypothesis which is proposed in this research is Influence of Brand Image towards Repurchase intention (Ri) towards Perceive value (Pv) on Xiaomi in Surabaya is accepted.
5. Country of origin (Coo) significantly and positively affect Repurchase intention (Ri) through Perceive value (Pv). It can be concluded by looking from the workforce and industrial output of a country brand it makes a image of a product that will be manufactured and trust, so with the good product that comes out from that country has been felt by consumer it creates Perceive value that can occur repurchase intention

Therefore, the fifth hypothesis which is proposed in this research is Influence of Country of origin (Coo) towards Repurchase intention (Ri) towards Perceive value (Pv) on Xiaomi in Surabaya is accepted.

## **5.2 Recommendation**

### **5.2.1 Academic Recommendation**

The Suggestions for further research should the researchers test more variables that affect the repurchase intention on the brand in order to obtain more comprehensive research results.

### **5.2.2 Practical Recommendation**

Based on the research conducted, it can be given some recommendations in the form of suggestions that can be a consideration for the management of Xiaomi as the seller and distributors of Xiaomi smartphone;

1. Recommendation to Brand Image:

Improving the potential of Brand Image in Xiaomi brand in Surabaya by maximizing the Xiaomi brand Reputation, Xiaomi brand Recognition, Xiaomi brand Affinity, and the brand Loyalty. The main concern of maximizing the variable by looking from the descriptive variable statements as follow as: "In My opinion, Xiaomi as smartphone brand perfectly suited to my personality". Xiaomi needs to improve their

product by launching various type of their product specifically for suited customers personality.

2. Recommendation to Country of Origin:

Improving the potential of Country of Origin in Xiaomi brand in Surabaya by maximizing the Xiaomi brand Country Belief, Xiaomi brand People affect, Xiaomi brand Desire Interaction. The main concern of maximizing the variable by looking from the descriptive variable statements as follow as: “In my opinion, the country origin of Xiaomi as smartphone brand is interesting to visit”. Xiaomi needs to show their country image by promoting a free tour package with purchases or lottery to visit China, including tour to their technology industry.

3. Recommendation of Perceive Value:

Improving the potential of Perceive Value in Xiaomi brand in Surabaya by maximizing the Xiaomi brand Functional Value, Xiaomi brand Functional Price, Xiaomi brand Emotional Value & Social Value. The main concern of maximizing the variable by looking from the descriptive variable statements as follow as: “In my opinion, Xiaomi brand as a smartphone brand gives emotional value to customers”. Xiaomi needs to improve their service quality in marketing the product

and also creating a technology where the users are feel happy when using the product.

4. Recommendation of Repurchase Intention:

Improving the potential of Repurchase Intention in Xiaomi brand in Surabaya by maximizing the Xiaomi brand Transactional interest, Xiaomi Referential Interest, Xiaomi brand Interest preferences. The main concern of maximizing the variable by looking from the descriptive variable statements as follow as: “Xiaomi will still be the first choice if I need a smartphone.”. Xiaomi needs to improve their quality both product and services. Xiaomi also needs to compete against another smartphone brand competitor.

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