

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1. Conclusion**

This study examined the impact humor advertisement, sales promotion, perceived value, and brand awareness toward purchase intention of AXIS provider in Surabaya. Based on the results of this research, the hypothesis is tested using Partial Least Square (PLS). The conclusion will be explained in this chapter.

Humor advertisement is proven to have a significant and positive effect on brand awareness of AXIS provider in Surabaya. Humor advertisement is not proven to have significant effect on purchase intention of AXIS provider in Surabaya. Brand awareness is proven to have a significant and positive effect on purchase intention of AXIS provider in Surabaya. Sales promotion is not proven to have significant effect on purchase intention of AXIS provider in Surabaya. Perceived value is proven to have a significant and positive effect on purchase intention of AXIS provider in Surabaya.

Humor advertisement proven to have significant effect on purchase intention indirectly through brand awareness. The humor advertisement itself cannot directly affect consumers purchase intention. But it can affect purchase intention if it goes through brand awareness of AXIS provider in Surabaya.

#### **5.2. Suggestion**

##### **5.2.1. Academic Suggestion**

This research will provide the information about the impact humor advertisement, sales promotion, perceived value, and brand awareness toward purchase intention of AXIS provider in Surabaya. This study also contributes to the development of research literature which provides opportunities for other researcher to conduct further research in another telecommunication provider. The subject of this study is limited to people who lives in Surabaya. Therefore, the result of this study may differ

if the research conducted outside of Surabaya. Other researcher who wants to conduct further research about the impact humor advertisement, sales promotion, perceived value, and brand awareness toward purchase intention can expand the scale of the study or conducting the study in other area of business.

### **5.2.2. Practical Suggestion**

Based on the result of this study brand awareness has the strongest effect towards consumer purchase intention. Perceived value also found to have strong effect towards purchase intention. Therefore, AXIS should be aware of humor advertisement and their sales promotion because both of them doesn't seem to have any impact toward purchase intention of AXIS. But humor advertisement does give positive impact toward purchase intention if it go through brand awareness. In other word humor advertisement can't give direct impact on purchase intention but it can if it goes through brand awareness first. AXIS should improve their sales promotion to attract more consumers because it seems that AXIS sales promotion doesn't give much effect toward consumers purchase intention. The activities that can be done are as follow:

1. Base on the respond from the respondent that fill the questionnaire, the majority of the respondent for humor advertisement has the lowest agreed statement on "AXIS provide a family friendly humor" which mean AXIS need to improve their advertisement by including their product more on the ads instead of only showing them how funny their ads are, and avoiding something that can offend people for example avoid racist jokes or avoid putting any bad word on the advertisement.
2. For brand awareness, the majority of the respondent has the lowest agreed statement on "AXIS brand makes me easier to remember that it has a good quality communication service product" which mean AXIS need to promote the brand awareness by doing more advertisement expenditure budget such as

social media on and offline in order to make their potential consumers easier to recognize the brand.

3. For sales promotion, the majority of the respondent has the lowest agreed statement on “AXIS provides internet quota bonuses for their customers to meet the internet needs of its customer” more consumers for example give more discounts or if we buy the product for the first time, we can have more internet quotas than regular one because in this modern era, internet is so important that almost every person that use mobile phone need to connect to the internet.
4. For perceived value, the majority of the respondent has the lowest agreed statement on “AXIS provides high quality internet products and services” which mean AXIS need to improve their internet quality by expanding their communication network and covered remoted area in Surabaya. They also need to increasing the bandwidth to make faster internet connection because the internet quality has become the most important thing in this modern era. Everyone needs internet to make a phone call, browsing internet and using social media. That’s why they need to improve their quality to attract new potential consumers and maintain their consumers loyalty.

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