

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research about the influence of brand awareness, brand association and perceived quality on brand loyalty of Samsung smartphone with a moderation of generation X and Y. Based on the results of testing the hypotheses and discussion in the previous chapter, the conclusions are concluded as follows:

1. Brand awareness positively and significantly influence brand loyalty on Samsung smartphone, which mean brand awareness has a strong effect on consumer memory to make the buyer decision. Higher of brand awareness is shown by customers can recognize and recall the brand well, and it will increase brand loyalty.
2. Brand association positively and significantly influence brand loyalty on Samsung smartphone, which means brand associations can be used to measure the strength of the benefits offered by brands, which eventually measure how valuable the product. The higher of brand association in the product, the more it will be remembered by the consumer and be loyal towards the brand.
3. Perceived quality positively and significantly influence brand loyalty on Samsung smartphone, which means good assessment or perception of product quality in satisfying customer's needs will able to increase brand loyalty.
4. Generation negatively and does not significantly influence relationship between brand awareness and brand loyalty, which means Samsung smartphone produce and launch many product type smartphones with attractive advertising that can enter into every segmentation market, there are no specifically different between generation X and Y.
5. Generation negatively and does not significantly influence relationship between brand association and brand loyalty, which means people already have good impression of Samsung smartphone because it offers product

6. types of smartphones for every segmentation market, there are no specifically different between generation X and Y.
7. Generation doesn't influence relationship between perceived quality and brand loyalty, which means Samsung smartphone offers product types of smartphones with good quality and some specification for various purposes that can enter into every segmentation market, there are no specifically different brand loyalty between generation X and Y.
7. Generation X is more pragmatism, they are driven by information because they are shrewd, practical, and cynical. They will actively seek out detail and information, consumer reviews, comparison of the product. Generation Y is more confident and optimistic and expects novelty or prestige because they think brand names are important. Their shopping preferences are instead influenced by peer recommendations and opinions from social media influencers, preferring authenticity from real consumers.

5.2 Limitation of Research

One of the limitation in this research is the object is too general. The object is all Samsung smartphone without focusing in one product type.

5.3 Suggestions

Based on the conclusion above the researcher will give some suggestions or recommendations that can be taken into considerations as follows:

5.3.1 Suggestion for Academic

For future research it is suggested to analyze a specific product type of Samsung Smartphone that might become more reliable and accurate data for better future analysis.

5.3.2 Suggestion for Practical

1. From the conclusions about the results of research showing a positive and significant influence between brand awareness on brand loyalty Samsung smartphone, it can be suggested company to continue working to increase awareness of the Samsung smartphone brand in the minds of consumers and prospective consumers by utilizing various kinds electronic and non-electronic media. Samsung smartphone must maintain its creative and informative advertising on TV and social media like Instagram and Youtube that provide honest information and match the specifications of products, keep regularly open bazaar in Indonesian malls, and hold events that attracts attention of the public.
2. Based on the conclusions from the results of research that show a positive and significant influence between brand association and brand loyalty on Samsung smartphone, it is recommended company to maintain a good brand association and improve again with the development of smartphones that are more sophisticated and unique to strengthen positioning and differentiate with other well-known smartphone brands.
3. Based on the conclusions from the results of the study which showed a positive and significant effect between perceived quality on brand loyalty on Samsung smartphone, it was suggested the company to pay attention and maintain consistency of the quality of its products, developing technology and design, hire reliable people to support improving the quality of products and services to encourage consumers to be loyal.
4. It is suggested to Samsung smartphone to keep producing and launching many product type smartphone, so it can grab large range market and enter all segment market from low-class to high-class and all generation or ages can use it.

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