

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Overall of this study objective is to analyze the impact among variables which are Celebrity Endorsement, Brand Image, and Repurchase Intention on Oppo Smartphone. This research is done in Surabaya by distributing questionnaire as many as 120 and all the respondents are fulfilling the required criteria.

Based on analysis and discussion by using structural equation model (SEM), so it concludes as follows:

1. Celebrity Endorsement impact on Brand Image. This indicates that celebrity endorser plays an important role in building the brand image. By celebrity endorser that can give positive perception on the consumer eyes so it can improve the image of Oppo Smartphone.
2. Celebrity Endorsement impact on Repurchase Intention. This indicates that celebrity who became public figure in the community could push or affect consumer to make decision to purchase.
3. Brand Image impact on Repurchase Intention. This indicates that brand image play an important role on affecting consumer to make decision to purchase. With brand image that can give positive perception on the consumers mind, it can improve the purchase intention from consumer.

## **5.2 Suggestion**

### **5.2.1 Theoretical Suggestion**

The result of this research can be used as reference for others who do similar study especially about concept or theory which analyze the impact of Celebrity Endorsement towards Brand image and Repurchase Intention of Oppo Smartphone at Surabaya.

The limitation in this research is respondent with range of age 50>, they do not think about Smartphone as lifestyle. Therefore, it is required for the future researchh to do further study in discussion about the impact of endorser on people with range of age 50> and they do not think about Smartphone as lifestyle.

### **5.2.2 Practical Suggestion**

As the result of this research is showing that variable Celebrity Endorsement has positive impact on variable Brand Image, variable Celebrity Endorsement has positive impact on variable Repurchase Intention, and variable Brand Image has positive impact on variable Repurchase Intention. The suggestion is to make Oppo Smartphone choose the best option to improve consumers repurchase intention with influence of celebrity to endorse their product to improve their Brand Image in consumer mind and lead to consumer repurchase intention in the future. The lowest mean on variable Brand Image is “Oppo is brand Smartphone known by many people” and the lowest mean on variable consumer repurchase intention is “I always find the latest information about Oppo Smartphone” because of that the suggestion is to make both variable improve. The activities that can support company to improve brand image and consumer repurchase intention image such as:

1. Oppo Company should emphasize on their marketing strategy to promote their product so their product become well known in community such as conduct more advertisement through online or Internet, so the consumer can attracted to know more about Oppo. Nowadays people tend to use social media as their daily life, so to be advertising online it will bring the company more benefit to them not only their brand image is good but their sales will be greatly boost.
2. The other suggestion would be conduct more events for their product so people will know the latest information about Oppo smartphone product because in variable consumer repurchase intention the lowest mean of indicators is about people not always find the latest information of Oppo Smartphone. The factor of that problem occurs is varying because of that Oppo Smartphone should conduct more often of event about their product to introduce to the community. This method can get the company more benefit and increase their sales.

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