

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the hypothesis testing result and discussion on the previous chapter with using Structural Equation Modelling (SEM), the conclusion can be drawn as follows:

1. Brand experience has positive and significant influences toward brand personality at Reebok Running Shoes in Surabaya. So, the first hypotheses which explain that brand experience influential toward brand personality of Reebok Running Shoes in Surabaya is accepted.
2. Brand experience has positive and significant influences toward customer satisfaction at Reebok Running Shoes in Surabaya. So, the second hypotheses which explain brand experience influential toward customer satisfaction of Reebok Running Shoes in Surabaya is accepted.
3. Brand personality has positive and significant influences toward customer satisfaction at Reebok Running Shoes in Surabaya. So, the third hypotheses which explain brand personality influential toward customer satisfaction of Reebok Running Shoes in Surabaya is accepted.
4. Brand personality has positive and significant influences toward brand loyalty of Reebok Running Shoes in Surabaya. So, the fourth hypotheses which explain brand personality influential toward brand loyalty of Reebok Running Shoes in Surabaya is accepted.
5. Customer satisfaction has positive and significant toward brand loyalty of Reebok Running Shoes in Surabaya. So, the fifth

hypotheses which explain customer satisfaction influential toward brand loyalty at Reebok Running Shoes in Surabaya is accepted.

6. Brand experience has positive and significant influences toward brand loyalty through brand personality of Reebok Running Shoes in Surabaya. So, the sixth hypotheses which explain brand experience influential toward brand loyalty through brand personality at Reebok Running Shoes in Surabaya is accepted.
7. Brand experience has positive and significant influences toward brand loyalty through customer satisfaction of Reebok Running shoes in Surabaya. So, the seventh hypotheses which explain brand experience influential toward brand loyalty through customer satisfaction at Reebok Running Shoes in Surabaya is accepted.

5.2 Suggestion

5.2.1 Academic Suggestion

It has been found significant influences on this research between the influence of Brand Experience towards Brand Personality, the influence of Brand Experience towards Customer Satisfaction, the influence of Brand Personality towards Customer Satisfaction, the influence of Brand Personality towards Brand Loyalty, the influence of Customer Satisfaction towards Brand Loyalty, the influence of Brand Experience towards Brand Loyalty through Brand Personality, and the influence of Brand Experience towards Brand Loyalty through Customer Satisfaction. So, this research can become reference for the next research. It is expected that many researcher in

the future could doing this research about variable Brand Experience, Brand Personality, Customer Satisfaction, and Brand Loyalty.

5.2.2 Practical Suggestion

This practical suggestion is proposed for the Reebok Running shoes in Surabaya manager based on each variable, as follows:

1. Brand Experience

It is expected for Reebok Running Shoes management to giving more attractiveness product which could make customers impress with the products offered. Impressed the customers not only visually but also their mind, make sure that customers having a great experience with the product they bought. Do not forget with the other aspects of brand experience which already implemented before to be run as usual to resulted more good customers experience.

2. Brand Personality

It is expected for Reebok Running Shoes management to create a new product in case which has the same characteristic with the customers personality. This is one of the way for Reebok team to be more close with their customers too, knowing each customers preferences about Reebok Running Shoes. So, it would help Reebok team a lot in order to create and also update each of shoes type to the newest one. It is also good for management to keep their brand performance and existence in order to compete in the market suitable with all aspects which implemented from the first time.

3. Customer Satisfaction

It is expected for Reebok Running Shoes management to increase their service performance in order to serve the customers becoming more responsive to the customers. Also, give the best product which could not make the customers dissatisfied with the products they got. This suggestion is important to be implemented because it could make customers becoming more satisfied with Reebok. Also, the other aspects which resulted good performance in customer satisfaction.

4. Brand Loyalty

Reebok team supposed to become more innovative in order to achieving about what customers expect about their product in order to increase customers loyalty to the Reebok brand. This thing also important for Reebok that hopefully in the future this brand could becoming the first choice of customers who likes running shoes. Also, do not forget about all aspects that was achieved in brand loyalty to be implemented and run as usual.

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