

Chapter 5

CONCLUSION

5.1. Conclusion

This research analyzes the influence Brand Ambassador, Product Quality, Advertising, Brand image toward purchase intention on OPPO smartphone in Surabaya. Based on the results of research and discussion by using Sturctural Equation Modelling (SEM), then the conclusion from the research can be drawn as follows:

1. Brand Ambassador has an influence toward Brand Image. Thus the first hypotheses which states that Brand Ambassador has an influence toward Brand Image of OPPO smartphone in Surabaya is accepted.
2. Product Quality has an influence toward Brand Image. Thus the second hypotheses which states that Product Quality has an influence toward Brand Image of OPPO smartphone in Surabaya is accepted.
3. Brand Ambassador has an influence toward Purchase Intention. Thus the third hypotheses which states that Brand Ambassador has an influence toward Purchase Intention of OPPO smartphone in Surabaya is accepted.
4. Product Quality has an influence toward Purchase Intention. Thus the fourth hypotheses which states that Product Quality has an

influence toward Purchase Intention of OPPO smartphone in Surabaya is accepted.

5. Brand Image has an influence toward Purchase Intention. Thus the fifth hypotheses which states that Brand Image has an influence toward Purchase Intention of OPPO smartphone in Surabaya is accepted.
6. Advertising has an influence toward Purchase Intention. Thus the sixth hypotheses which states that Advertising has an influence toward Purchase Intention of OPPO smartphone in Surabaya is accepted.

5.2. Limitations of The Research

One of the limitations in this research is the result of normality test which mostly show non-normality. This may give effect to the validity of the results of this research.

5.3. Suggestion

Based on the conclusions that is stated above, several recommendations can be given OPPO smartphone:

5.3.1. Suggestion for Academic

1. For further study could include more variables such as price and consumer loyalty. This is in order to have better understanding about factors that influence consumer purchase intention.

2. Due to the limitations of this study, further study should increase the number of respondents to get more accurate results and it may result on the normality test to have normal distribution function.
3. In order to create an expansion of respondents, it should also sampling not just in one city but bigger area such as east java or entire java and etc.

5.3.2. Suggestion for Practical

1. Based on the results that have been put forward, it shows that there is influence of brand ambassador on brand image and purchase intention. This proves that OPPO need to keep and improve their brand ambassador so their brand image and purchase intention from the consumer can be maintained.
2. OPPO need to maintain their product quality and have innovation for their product so the consumer will see OPPO in the category “good product quality “.
3. OPPO need to have more advertising for their product so people keep aware about their product. OPPO can keep use their advertising media or have new media to advertise their product.

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