

## BAB V

### Conclusion and Suggestion

#### 5.1 Conclusion

Based on the results of conducted hypothesis testing, it can be concluded as follows:

1. Variable Endorser Credibility effect on Brand Equity. Thus, in accordance with the initial hypothesis (H1) which states Endorser Credibility effect on Brand Equity **(H1 accepted)**.
2. Endorser Credibility affects Self-Brand Connection. Thus, in accordance with the initial hypothesis (H2) which states Endorser Credibility significant effect on Self-Brand Connection **(H2 accepted)**.

#### 5.2. Suggestion

Based on result of conclusion analysis, hence can be given suggestion as follows:

1. Brand Equity variable is influenced by independent variable of less than 60%, this means the influence of determination between independent variables to dependent variable at moderate level. Marketing management needs to pay attention to other factors that affect brand equity beyond the endorser credibility such as focusing on product quality, product design and price. Also Self-Brand Connection is influenced by endorser credibility that still have moderate determination.
2. Endorser credibility variable affects Brand Equity and Self-Brand Connection, it becomes the attention of management to start paying attention to the promotion strategy by using endorser in order to more interesting society. Of course the endorser who

has the achievement and good name that is widely known by the public in order to warm the name / Brand VIVO Smartphone.

3. VIVO need to evaluate Agnes Monica's trustworthiness and making an improvement action to make more consumer believe on Agnes Monica impression about VIVO. Such as, Demonstration of product feature directly by Agnes Monica especially the advantage feature compare to competitors and make a good impression to convince more consumer to believe.

### **5.3. Limitation**

This research can still be developed by looking at the limitations of this research can be used as a revision for further research. Limitations of the following research are independent variables used in the study using only one variable. Where based on the results of research into these three variables provide a moderate R-Square value so there are still other factors or variables that can affect Brand Equity and self-brand connection. Another limitation is the number of research samples that are too small.

### **5.4. Future Study**

Adding research variables like other promotion mix such as promotion with mass communication, advertising, collaboration strategy with provider and so on. Increase the number of samples is too small then categorize research specifically on each class or as an example of society in some segments of social status as well as by giving the open question as well as factors affecting Brand Equity and Self-Brand Connection so that it can be analyzed in more depth and or use qualitative design with in-depth interview.

## Bibliography

- Astuti, S.W., and Cahyadi, I.G., 2007, Pengaruh Elemen Ekuitas Merek terhadap Rasa Percaya Diri Pelanggan di Surabaya Atas Keputusan Pembelian Sepeda Motor Honda, *Majalah Ekonomi*, Tahun XVII, No. 2, Agustus: 145-156
- Dom, S.M., Suhaila, H., Chin, A., and Fern, T., 2016, Determinants of The Effectiveness of Celebrity Endorsement in Advertisement, *The Journal of Developing Areas* 50(5): 149-160
- Dwivedi, A., Johnson, L.W., McDonald, R.E., 2015, Celebrity Endorsement, Self-Brand Connection and Consumer-Based Brand Equity. *Journal of Product & Brand Management* 24(5): 449-461
- Escalas, J.E., & Bettman J.R., 2003, Self-Construal, Reference Group, Brand Meaning, *Journal of Consumer Research* Vol. 32: 378-389
- Gaustad, T., 2015, *The Perils of Self-Brand Connections: Consumer Response to Changes in Brand Image*. Dissertation from BI Norwegian Business School.
- Gita, D., and Setyorini, R., 2016, Pengaruh Brand Ambassador terhadap Brand Image perusahaan online zalora.co.id., *e-Proceeding of Management : Vol.3, No.1 April 2016*, Bandung: 620-626
- Ghozali, I., Latan, H., 2014, *Partial Least Square Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0*. Edisi 2, Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., 2016, *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23 Edisi 8*, Semarang: Badan Penerbit Universitas Diponegoro
- Kaur, S., & Garg, A., 2016, Celebrity Endorsment and Buying Behavior: A study of Panjab University Student. *International Journal of Research - Granthaalayah*, Vol. 4, No. 11: 122-136
- Keller, K., 2013, *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, Essex: Pearson Education.
- Kotler, P., and Keller, K. L., 2007, *Marketing Management*, New Jersey: Pearson.
- Kurniawan, F.J., and Kunto, Y.S., 2014, Analisa Pengaruh Visibility, Credibillity, Attraction, dan Power Celebrity Endorser Terhadap Brand Image Bedak Marcks Venus, *Jurnal Manajemen Pemasaran Petra* Vol. 2, No. 1: 1-8
- Joshi, A., Kale, S., Chandel, S., Pal, D.K., 2015, Likert Scale: Explored and Explained, *British Journal of Applied Science & Technology* 7(4): 396-403
- Moore, D.J., and Homer P.M., 2008, Self-Brand Connections: The Role of Attitude Strength and Autobiographical Memory Primes, *Journal of Business Research* 61: 707-714

- Muijs, D., 2004, *Doing Quantitative Research in Education with SPSS*, New Delhi: Sage Publication
- Rahi, S., 2007, Research Design and Methods: A Systematic Review of Research Paradigms, Sampling Issues and Instruments Development, *International Journal of Economics and Management Sciences: 1-5*
- Samat, M.F., Hashim, H., Yusoff, R.N.R., 2014, Endorser Credibility and Its Influence on the Attitude Toward Social Media Advertisement in Malaysia. *Society of Interdisciplinary Business Research Rev. Integr. Bus. Econ. Res. Vol 4(1): 144-159*
- Shimp, T. A. (2013). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, Ninth Edition*. Mason: Cengage Learning.
- Silvera, D., & Austed, B., 2004, Factors Predicting the Effectiveness of Celebrity Endorsement Advertisements, *European Journal of Marketing 38: 1509-1526*
- Sitorus, D.W., 2013, Pengaruh Brand Ambassador Ariel Tatum terhadap Keputusan Pembelian Citra Hand & Body Lotion di Kota Bandung, *Jurnal Ilmu Komunikasi Universitas Telkom Bandung: 1-12, 86-126*
- Yoo, et al, 2000, An Examination of Selected marketing Mix Elements and Brand Equity. *Academy of Marketing Science Journals, 28(2): 195-211*