

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1. Conclusion

Overall of this study objective is to analyze the impact among variables which are Endorser Credibility, Self-Brand Connection, and Brand Equity on Oppo Smartphone. This research is done in Surabaya by distributing questionnaire as many as 100 and all the respondents are fulfilling the required criteria. Based on the results of the research and discussion, the following conclusions can be drawn:

1. There is Endorser Credibility impact on Brand Equity OPPO Smartphone. 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 so it can improve the image of OPPO Smartphone
2. There is a positive and significant influence on Endorser Credibility on OPPO Smartphone Self-Brand Connection. The higher the Endorser Credibility, it can increase the OPPO Smartphone Self-Brand Connection Brand Equity impact on OPPO Smartphone Self-Brand Connection. This indicates that Brand Equity play an important role on affecting the consumers by the marketing strategies effects uniquely attributable to a brand.

5.2. 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. The Questionnaire Self-Brand Connection impact to Endorser Credibility and Brand Equity there are 7 question, but in this research use 4 question. So in the next research can use 7 questionnaire item indicators.

5.3. SUGGESTION

5.3.1. Theoretical Suggestion

1. 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 Equity and Self-Brand Connection of
OPPO
Smartphone at Surabaya
2. Based on the results of the research conducted it is known that the Endorser Credibility variable is proven to have a positive and significant effect on Brand Equity and Self-Brand Connection. Thus, Endorser Credibility must be of concern to the OPPO Smartphone to improve Brand Equity and SelfBrand Connection.
3. The results of the research OPPO Smartphone should change their Endorser Credibility in every year. And OPPO Smartphone also improve in brand equity.

5.3.2. Practical Suggestion

As the result of this research is showing that variable Endorser Credibility has positive impact on variable Brand Equity, variable Endorser Credibility has positive impact on variable Self-Brand Connection, and variable Brand Equity has positive impact on variable Self-Brand Connection. The suggestion is to make OPPO Smartphone choose the best option to improve consumers Self-Brand Connection with influence of celebrity to endorse their product to improve their Brand Equity consumer mind and lead to consumer Self-Brand Connection in the future

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 social status as well as by giving the open question as well as factors affecting Brand Equity and SelfBrand Connection so that it can be analyzed in more depth and or use qualitative design with in-depth interview.

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