

CHAPTER V

CONCLUSION

In this chapter, the author will draw some conclusions based on the research that has been conducted. There will be conclusion in general, suggestion for further research, managerial implication and limitation of the research.

5.1 Conclusion

Based on the data result that has been discussed in previous chapter, these are the following conclusion that can be pulled where;

5.1.1 Based on the analysis of the respondent's profile

- a. The number of respondent who fill the questionnaire are 111 respondent.
- b. Based on characteristic of gender, the majority are male who have 70 respondent and female who have 41 respondent.
- c. Based on age most of the respondents are around 20 – 30 years old which is 71 respondent.
- d. Based on the place to buy the product the majority of the respondent which is 72 respondent buy the product offline.

5.1.2 Based on the result of PLS-SEM

Based on the data of PLS-SEM only two hypothesis are accepted

- a. H1 Brand trust significantly affect the brand affection of OPPO smartphones (H1 accepted). Based on this results, this means that there are significant effect of brand trust to brand affection of OPPO smartphones.
- b. H2 brand trust significantly affect attitudinal loyalty of OPPO Smartphone (H2 accepted). Based on this results, this means that there are significant effect of brand trust to attitudinal loyalty of OPPO smartphones.

- c. H3 brand trust significantly affect behavioral loyalty of OPPO Smartphone (H3 Rejected). Based on this results, this means that there are no significant effect of brand trust to behavioral loyalty of OPPO smartphones.
- d. H4 brand affection significantly affect attitudinal loyalty of OPPO Smartphone (H4 accepted). Based on this results, this means that there are significant effect of brand affection to attitudinal loyalty of OPPO smartphones.
- e. H5 brand affection significantly affect behavioral loyalty of OPPO Smartphone (H5 accepted). Based on this results, this means that there are significant effect of brand affection to brand behavioral loyalty of OPPO smartphones.
- f. H6 brand quality significantly affect attitudinal loyalty of OPPO Smartphone (H6 accepted). Based on this results, this means that there are significant effect of brand quality to attitudinal loyalty of OPPO smartphones.
- g. H7 brand quality significantly affect behavioral loyalty of OPPO Smartphones (H7 Accepted). This means that there are significant affect from brand quality to behavioral loyalty of OPPO smartphones, this means that the customer will buy OPPO product again if the quality of OPPO product itself better or improve.
- h. H8 attitudinal loyalty significantly affect behavioral loyalty of OPPO Smartphones (H8 Accepted). This means that there are significant affect from attitudinal loyalty to behavioral loyalty of OPPO smartphones, this means that when the customer wants to buy a new product then OPPO product will be one of the product that the customer is thinking to buy.

- i. H9 brand trust significantly affect behavior loyalty with attitudinal loyalty as mediating variable of OPPO smartphone (H9 Rejected). This means that there are no significant effect of brand trust to behavioral loyalty with attitudinal loyalty as a mediating variable.
- j. H10 brand affection significantly affect behavior loyalty with attitudinal loyalty as mediating variable of OPPO smartphone (H10 accepted). This means that there are significant effect of brand affection to behavioral loyalty with attitudinal loyalty as a mediating variable.
- k. H11 brand quality significantly affect behavior loyalty with attitudinal loyalty as mediating variable of OPPO smartphone (H11 accepted). This means that there are significant effect of brand quality to behavioral loyalty with attitudinal loyalty as a mediating variable.

5.2 Managerial Implication

This research is meant to be meaningful for OPPO so that the company can improve or create something new so that the customer can see and buy the product of OPPO. From the result of the study, we have clear result that may facilitate for management, as stated below:

1. On the research that nine out of eleven hypotheses that are accepted, this means that brand quality and brand affection can directly or indirectly affect behavioral loyalty of a customer, with this conclusion OPPO can try to create a friendly user interface so that a non tech savvy customer can easily use OPPO smartphone. OPPO also needs to improve the gpu of its smartphone so that it can have better performance than other smartphone competitor like VIVO. For OPPO to have a great affection from its customer OPPO can create an app that is solely from OPPO so that the customer knows why the customer wants to buy OPPO smartphone

2. Based on the research brand trust does not significantly affect behavioral loyalty, this means that even if you have a high trust from the customer that doesn't mean that the customer will want to buy OPPO smartphones again. The company can search how to change this by giving them something to trust on, for example to plan a festival so that people will know OPPO more and that to promote one of the key significant things about OPPO smartphones.

5.3 Research Limitation

1. Although the questionnaires were given an online form, because of several limitations that can't be controlled, not many fill the form, only the minimum of data can be collected.
2. Because the object of the research is OPPO smartphones in general and the company has different smartphones that means the respondent also has a different smartphone. Because of that the respondents have different opinions on the questionnaire.
3. In the r-square results it shows that brand affection is low, this is because only brand trust that influence it. Because of this other variables can not predict brand affection,
4. In path coefficient results it shows that brand trust has negative relationship with behavioral loyalty this can add the explanation of why brand trust didn't significantly effect brand trust in direct result and indirect result.

5.4 Suggestion For Further Research

1. For further research, the researcher can spread the questionnaire not only on online form but can also hand the questionnaire manually so that many respondents can see and fulfill the questionnaire and can have a lot of data to fulfill the criteria for the research.
2. For future research the researcher can also add more specific subject on smartphones itself and not be too general when doing the research so that people who have that specific smartphone can answer more correctly.
3. The researcher can also add more variables that are connected with brand loyalty and brand affection so that when trying to find the result of r-square it can have more influence.
4. Future researcher can also try to see if changing the number of samples or even the questionnaire itself will change the path coefficient to positive.

BIBLIOGRAPHY

- Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of Retailing and Consumer Services*, 14(1), 35–44. <https://doi.org/10.1016/j.jretconser.2006.03.002>
- Chepchirchir, J., & Leting, M. (2015). international-journal-of-management-science-and-business-administration ISSN 1849-5419 (print). *International Journal of Management Science And Business Administration*, 1(11), 7–14. <http://researchleap.com/category/>
- Frasquet, M., Mollá Descals, A., & Ruiz-Molina, M. E. (2017). Understanding loyalty in multichannel retailing: the role of brand trust and brand attachment. *International Journal of Retail and Distribution Management*, 45(6), 608–625. <https://doi.org/10.1108/IJRDM-07-2016-0118>
- Gecti, F., & Zengin, H. (2013a). The Relationship between Brand Trust, Brand Affect, Attitudinal Loyalty and Behavioral Loyalty: A Field Study towards Sports Shoe Consumers in Turkey. *International Journal of Marketing Studies*, 5(2). <https://doi.org/10.5539/ijms.v5n2p111>
- Gecti, F., & Zengin, H. (2013b). The Relationship between Brand Trust, Brand Affect, Attitudinal Loyalty and Behavioral Loyalty: A Field Study towards Sports Shoe Consumers in Turkey. *International Journal of Marketing Studies*, 5(2). <https://doi.org/10.5539/ijms.v5n2p111>
- Huang, C. C. (2017a). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915–934. <https://doi.org/10.1108/MD-10-2015-0465>
- Huang, C. C. (2017b). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915–934. <https://doi.org/10.1108/MD-10-2015-0465>
- KOÇAK ALAN, A., & KABADAYI, E. T. (2012). Brand Trust and Brand Affect: Their Strategic Importance on Brand Loyalty. *Journal of Global Strategic Management*, 1(6), 80–80. <https://doi.org/10.20460/jgsm.2012615788>
- Kuleh, Y., & Setyadi, D. (2016). The Effect of Brand Trust and Affection on the Attitudinal and Purchase Loyalty of Cellular Telecommunication Customers in East Kalimantan-Indonesia. In *European Journal of Business and Management* www.iiste.org ISSN (Vol. 8, Issue 24). Online. www.iiste.org
- Rahman, R., Langner, T., & Temme, D. (2021). Brand love: conceptual and empirical investigation of a holistic causal model. *Journal of Brand Management*, 28(6), 609–642. <https://doi.org/10.1057/s41262-021-00237-7>

- Rimadiaz, S., & Faradila, L. (2019). *The Role of Attitudinal Loyalty, Behavioral Loyalty, Sponsor Awareness, and Attitude Toward Sponsorship in Creating Purchase Intention on Specs*.
- Rudzewicz, A., & Strychalska-Rudzewicz, A. (2021). The Influence of Brand Trust on Consumer Loyalty. In *European Research Studies Journal: Vol. XXIV*.
- Şahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1288–1301. <https://doi.org/10.1016/j.sbspro.2011.09.143>
- Service Quality and Brand Loyalty: The Mediation Effect of Brand Passion, Brand Affection and Self-Brand Connection *International Journal of Contemporary Hospitality Management*. (2018). <http://mc.manuscriptcentral.com/ijchm>
- Sharma, A., Bhola, S., Malyan, S., & Patni, N. (2013). Impact of Brand Loyalty on Buying Behavior of Women Consumers for Beauty Care Products-Delhi Region. In *Global Journal of Management and Business Studies* (Vol. 3, Issue 7). <http://www.ripublication.com/gjmbs.htm>
- Soedarto, T. (2019). The Parceling of Loyalty: Brand Quality, Brand Affect, and Brand Trust Effect on Attitudinal Loyalty and Behavioral Loyalty. In *Academy of Strategic Management Journal* (Vol. 18, Issue 1).
- Subaebasni, S., Risnawaty, H., Arie Wicaksono, A., Albadriyah Widsata, P., Straitliner Express, P., & APP Jakarta Kemenperin, P. (2019). International Review of Management and Marketing Effect of Brand Image, the Quality and Price on Customer Satisfaction and Implications for Customer Loyalty PT Strait Liner Express in Jakarta. *International Review of Management and Marketing*, 9(1), 90–97. <https://doi.org/10.32479/irmm.7440>
- Tsai-Yuan Lin Min-Yen Chang, A., Lin, T.-Y., & Chang, M.-Y. (2013). “A study of the factors that influence the brand loyalty of Taiwanese adolescents with respect to purchasing mobile. The case of Taichung City”. In *Problems and Perspectives in Management* (Vol. 11, Issue 2).
- Udayana, I. B. N., Juhartini, I., Lukitaningsih, A., & Ardyan, E. (2021). The Influence of Brand Dimensions on the Purchasing Decisions of Consumers of Hamzah Batik Shop in Yogyakarta. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v5i5.8857>
- Zhang, S., Peng, M. Y. P., Peng, Y., Zhang, Y., Ren, G., & Chen, C. C. (2020). Expressive Brand Relationship, Brand Love, and Brand Loyalty for Tablet PCs: Building a Sustainable Brand. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.00231>
- Zidni Farkhan, M., & Suwandari, L. S. (2020). *International Sustainable Competitiveness Advantage 2020 Brand Experience towards Brand Loyalty with Brand Trust as Mediation variable*.

Ghozali, I., & Latan, H. (2020). *Partial Least Squares, Konsep, Teknik, dan Aplikasi*. Semarang: Badan Penerbit Universitas Diponegoro.

Imtiaz, R., Jalees, T., & Anwar, A. (2019). A Study on the Mediating Roles of Attitudinal Brand Loyalty Market Forces.

Gulzar, A., Anwar, A., Sohail, F., & Akram, S. (2011). Impact of brand image, trust, and affect on consumer brand extension attitude: The mediating role of brand loyalty. Retrieved from www.managementjournals.org

