

CHAPTER V

CONCLUSION

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation is study, implication and possible future directions for the research.

5.1 Conclusion of the research

The purpose of this research is to find out the effects of brand image and brand trust on customer loyalty with customer satisfaction as intervening variable in Andalas University students who use samsung smartphone. This research also finds out whether variable have significant and positive effect or not. This research is using primary data collected by spreading 125 questionnaires to students of Andalas University . There were seven hypotheses developed in this research to test whether each variable will affect the loyalty of their costumer. Therefore, the result of the analyses are:

1. Brand image has positive and significant effects on customer loyalty, this shows that the higher samsung smartphone brand image, the higher the customer loyalty. This means that samsung must maintain and enhance the image of their brand to maintain and grow customer loyalty.

2. Brand Trust has no significant effects on customer loyalty, this shows that samsung smartphone brand trust does not have a significant effect on customer loyalty.

This means that Samsung has not been able to increase the loyalty of their customers through trust in the brand.

3. Customer satisfaction has positive and significant effects on customer loyalty.

This shows that the higher customer satisfaction of samsung smartphone users, it will have a positive and significant effect on customer loyalty. This means that samsung must maintain and enhance existing customer satisfaction to maintain and grow the loyalty of their customers.

4. Brand image has positive and significant effects on customer satisfaction. This

shows that the higher the samsung smartphone brand image, it will have a positive and significant effect on customer satisfaction. This means that samsung must maintain and enhance the image of their brand to keep increasing the satisfaction of their customers.

5. Brand trust has positive and significant effects on customer satisfaction. This

shows that the higher the trust in the samsung smartphone brand, it will have a positive and significant effect on customer satisfaction. This means that samsung must maintain and enhance the satisfaction of their customers through trust in the brand because it has a significant influence.

6. Brand image and brand trust have positive significant effects on customer

satisfaction intervene by customer satisfaction. This means that samsung already has a brand image and brand trust that can affect customer loyalty with customer



satisfaction as an intervening variable, so brand image affects customer satisfaction and indirectly influences customer loyalty and especially for samsung to pay attention to the indirect effects between brand trust and customer loyalty with customer satisfaction intervene, because this has a significant value rather than the results of hypothesis 2.

7. Brand image and brand trust have positive significant effects on customer satisfaction intervene by customer satisfaction. This means that samsung already has a brand image and brand trust that can affect customer loyalty with customer satisfaction as an intervening variable, so brand image affects customer satisfaction and indirectly influences customer loyalty and especially for samsung to pay attention to the indirect effects between brand trust and customer loyalty with customer satisfaction intervene, because this has a significant value rather than the results of hypothesis 2.

5.2 Implication of the research

Based on the phenomenon faced by smartphone industry. The researcher came out with several implications for researcher, practitioners and the owner of the company.

1. For researcher, this research is for improving the understanding about brand image, brand trust, customer satisfaction and customer loyalty. The effects among each variable other towards telephone celuler especially in smartphone sectors.

2. For academics, this research, this research could be used as a source of information in the future in order to understand effects among those variables and how it can link to the object of the research.

3. For companies that produce smartphones, especially samsung, this research can be used as an evaluation in increasing customer loyalty to samsung smartphone products. Based on the responses of respondents who have filled out the questionnaire there is the highest indicator of each variable, the brand image with the item statement that samsung has become popular brand can be a reference for companies to maintain and enhance their image so that customers remain loyal to the samsung brand. Brand trust with the item statement that I feel confident with this brand states that when users use samsung smartphones, they will feel confident. for enhancing customer loyalty through trust in brand could be developed by activating the inovation of samsung products, creating social bonding through developing brand community, holding event and sponsorship. Meanwhile customer satisfaction expressed a pleasant feeling when using a samsung smartphone followed by customer loyalty which suggests that they always feel comfortable when using a samsung smartphone.

5.3 Limitations of the research

Based on the observations of researchers during conducting this study, researchers realize that there are many limitations that will affect the results from this research, so the results of this study cannot be said to be perfect. Therefore, it is hoped that further researchers will also be interested doing research on the same topic can

pay more attention existing limitations in order to be able to provide better research results in the future. Here are some limitations in this research :

1. Researchers only analyzed three variables that affect customer loyalty, namely brand image, brand trust and customer satisfaction.

2. The data obtained in this study is limited, because it only uses quantitative data from the results of the questionnaire filled by the criteria of Andalas University students who use samsung smartphones as their communication tools.

3. This research only has 125 respondents that categorized as limited respondent, and it also means that it can not describe all user samsung smartphone in Andalas University

4. This research only focused on one product that produce by samsung company, that means this research can not describe another product from another company in the same industry.

5.4 Recommendation of the research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For further research, is expected to expand the scope of research, such as making students in the city of Padang as a research sample to make the research more accurate

2. In further research, it is expected to increase the number of samples and expand the diversity of samples so that they can truly represent the population in this study so that the results of future studies can be more accurate.

3. For further research, there are variable that have effects customer loyalty such as history with the company and emotional bonding, so hopefully the next research can identified customer loyalty through those variable in order to display varieties of the result.

