CHAPTER 5
CONCLUSION AND SUGGESTION

5.1 Conclusion
Based on the results of the research and discussion described in the previous chapter, it can be summarized as follows:

1. Brand image is positively effect toward customer loyalty in Xiaomi smartphone user in Surabaya, the stronger brand image, the higher customer loyalty will be. Therefore, the first hypothesis in this research is accepted.

2. Brand love is positively effect toward customer loyalty in Xiaomi smartphone user in Surabaya, the stronger brand love, the higher customer loyalty will be. Therefore, the second hypothesis in this research is accepted.

3. Brand trust is positively effect toward customer loyalty in Xiaomi smartphone user in Surabaya, the stronger brand trust, the higher customer loyalty will be. Therefore, the third hypothesis in this research is accepted.

4. Customer loyalty is positively effect toward WOM in Xiaomi smartphone user in Surabaya, the higher customer loyalty, the higher WOM will be. Therefore, the fourth hypothesis in this research is accepted.

5.2 Limitations
The limitations in this research as follows:

1. There is a limited number of respondents and area, therefore if the research conducted outside Surabaya the result can be different.

2. There are limitations to the study by using questionnaires that is, sometimes the answers given do not show the actual situation or not as expected. Such as, the result of descriptive statistic for WOM variable the mean average is neutral witch is sometimes neutral answer does not reflect the real situation.
3. There are limitations to the study by using smartphone Xiaomi as object, because smartphone Xiaomi is a new brand. Therefore if the research using another object that has been famous for a long time the result can be different.

5.3 Suggestion

5.3.1 Suggestion for Academic

1. This research can be used as a reference for further research in conducting similar research.
2. This research give information specifically related to concepts or theories that support about brand image, brand love, brand trust, customer loyalty, and WOM. For other researcher who wants to conduct a similar research about brand image, brand love, brand trust, customer loyalty, and WOM can expand the area outside Surabaya.
3. For other researcher who wants to conduct a similar research can add another variable because the $R^2$ value of Word of Mouth is 0.352 which indicates that Customer Loyalty variable can explain Word of Mouth variable only by 35.2% which mean that 64.8% of the others are influenced by other variables.

5.3.2 Suggestion for Practitioner

Based on the conclusions of the research results, there are several partial suggestion to Xiaomi company, as follows:

1. Xiaomi smartphone user loyalty can be improved by strengthening the brand image, especially through the development of technological innovations that are able to meet the needs of its users.
2. Xiaomi smartphone user loyalty can also be improved by strengthening brand love, especially through adopting the new trend that happens in society and Xiaomi company need to be aware with their market segmentations. Therefore Xiaomi company can produce the smartphone product that truly reflects the target personality.
3. Xiaomi smartphone user loyalty has also been proven to be enhanced by strengthening brand trust, especially improving the perception of users through publicity media that Xiaomi is a smartphone that is truly safe to use.
REFERENCES


IDC, 2018. *A Slowdown in China Drags the Worldwide Smartphone Market to a Year-over-Year Decline of 2.9% in Shipments During the First Quarter of 2018*. Obtained from [https://www.idc.com/getdoc.jsp?containerId=prUS43773018](https://www.idc.com/getdoc.jsp?containerId=prUS43773018), 10 July 2018, 20.00 P.M.


