

## **Chapter 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the results of the analysis and discussion, the conclusions from the results of this study are as follows:

1. eWOM has a significant effect on the Brand Attitude on the Apple Smartwatch. The estimated value shown by positive values shows that the higher eWOM tends to increase Brand Attitude. This research proved that Apple Smartwatch need to get positive reviews from their customers to maintain good image of Apple brand, because the higher positive eWOM it means that consumer's Brand Attitude can be increased toward Apple Smartwatch in Surabaya.
2. eWOM has a significant effect on Purchase Intention on the Smartwatch of the Apple brand. The estimated value shown positive shows that the higher EWOM tends to increase Purchase Intention. This research proved that customers can get a confidence in purchasing things through any information they get from other peoples. It means that the higher positive eWOM then consumer's Purchase Intention toward Apple Smartwatch will increase.
3. Brand Attitude has a significant effect on Purchase Intention on the Apple Smartwatch. The estimated value shown positive shows that the higher Brand Attitude tends to increase Purchase Intention. This research prove that if Apple Smartwatch has a good reputation customer's Purchase Intention will be increased.

#### **5.2 Limitation of The Reserch**

Limitation of this research is respondents, because questioner distributed by google form, so author have a difficulty to control so can get the actual respondents.

### **5.3 Suggestion**

Based on the conclusion, there are several suggestion that can be taken into consideration:

#### **5.3.1 Theoretical Suggestion**

The results of this study can be expanded further by increasing the number of variables studied, as well as more samples or populations. Because the result will be different if the sample is over 300 like the previous research that used as the reference in this research.

#### **5.3.2 Practical Suggestion**

The indicator that measures the lowest eWOM variable is the third indicator, which is an indicator stating that "I read other consumers'/friends' reviews in social media to have confidence in my buying decision ". This indicator should be a concern by the Apple Smartwatch. The thing that needs to be improved is to increase customer trust in the Apple Smartwatch. It could be done by providing a discussion column on the Apple website so that more consumers provide reviews on Smartwatch products from the Apple brand, and prospective buyers find it easier to see reviews. In addition, the Smartwatch brand of Apple brands can expand the distribution network through social media, or online shop applications. Because in the application, reviews, comments, product reviews are provided, so that prospective buyers can easily get a review of the Smartwatch product of the Apple brand. Apple can use the strength of eWOM to answer any negative comments on the review column. For example if there is negative comment like they unsatisfied with Apple Smartwatch because the product they just buy is not working properly, other people can give their experience how Apple provide him a warranty. Apple can answer that negative comments directly, it will make customer feel a pleasant about Apple.

Table 4.7 found that the indicator measures the lowest Brand Attitude variables is the second statement (I think Apple Smartwatch has a good reputation over other brands) this indicator should be a concern by the Apple. The thing that needs to be improved is Apple need to create more creative idea for Apple

Smartwatch so that customers feels that Apple Smartwatch have a unique product than any other brands.

Table 4.8 found that the indicator measure the lowest Purchase Intention variables is the third statement (I intend to purchase Apple Smartwatch) this indicator should be a concern by Apple. Researcher suggest Apple to create a promotion like a discount or bonus when customers buy Apple Smartwatch.

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