CHAPTER V

CONCLUSION & RECOMMENDATION

In this passage, includes the research conclusion, the theoretical implication of the research, the limitation of the research, and also the recommendation provided for future development research. Also includes the result of chapter 4 analysis and conclusion on hypothesis testing and several discussions.

5.1 Conclusion

From the conclusion gained by Smart-PLS 3.3.3 it shows the 9 of 13 hypothesis are supported and 4 of them are unsupported. The explanation of the result of the data is listed below:

- **H1.1:** There is an influence positively of Brand Love towards Customer Engagement Buying

- **H1.2**: There is an influence positively of Brand Love towards Customer Engagement Referral

- **H1.3:** There is an influence positively of Brand Love towards Customer Engagement Influence

- **H1.4:** There is an influence positively of Brand Love towards Customer Engagement Feedback

- **H2.1:** There is an influence positively of Customer Engagement Buying Towards Customer Wellbeing

- **H2.2:** There is positive but insignificant influence and no significant result of Customer Engagement Referral Towards Customer Wellbeing

- **H2.3:** There is an influence positively of Customer Engagement Influence Towards Customer Wellbeing

- **H2.4**: There is positive influence and no significant result of Customer Engagement Feedback Towards Customer Wellbeing

- **H3:** There an influence negatively but significant of Brand Love towards Customer Wellbeing

- **H3.1:** There is a positive mediation influence of Customer Engagement Buying on the relationship of Brand Love and Customer Wellbeing

- **H3.2:** There is positive mediation but not significant influence of Customer Engagement Referral on the relationship of Brand Love and Customer Wellbeing

- **H3.3:** There is a negative but significant mediation influence of Customer Engagement Influence on the relationship of Brand Love and Customer Wellbeing

- **H3.4:** There is a positive but insignificant mediation influence of Customer Engagement Feedback on the relationship of Brand Love and Customer Wellbeing

The most influencing is Brand Love, whether directly to Customer Engagement Buying, Referral, Influence and Feedback or directly to Customer Wellbeing. The effect of Brand Love to Customer Wellbeing even bigger than the result of Brand love towards Customer Wellbeing mediated by Customer Engagement.

5.2 Theoretical Implication

The theory of brand love is being conducted by a lot of researcher to validate the state of love toward brand from customer's perception derived. Brand Love considered validates the acts of Customer Engagement acts. This study also proposing the Customer Wellbeing as an indirect outcome of Brand Love by adding augmenting dimension of CE (Buying, Referral, Influence and Feedback) and also shows empirical result of CE outcomes. Regardless of the position of the Brand Love, Customer Engagement and CWB, smartphone users' well-being is enhanced by offering what they truly want to buy (CE-Buying), and also by influence the surrounding to get interact with the brand (CE-Influence). As the mediator of the Brand Love correlation and Customer Wellbeing, CE-Buying and CE-Influence positively mediates the correlation. Compared to the result of direct correlation, Brand Love has more influence by indirectly influence the Customer Wellbeing through Customer Engagement Buying. Since this research has been developed by many researcher with different models, there will be another new compilation of the research influence and supporting the research of Brand Love, Customer Engagement and Customer Wellbeing.

5.3 Managerial Implication

According to the data and model provided, the result of this research could be applied for managers and marketers in order to create more brand value and also engage the product or brand to customer. As the consideration of the marketers to focusing on what are necessary. This study also helps marketer to sustain the brand of the product to survive in this rapid-growing market and also competitive era in

order to make a product usage longer and wider. Since Android is a leading company in Operational System of Mobile gadget, then it is a focus of customer's perception of the brand to brings value to the customer towards the features added and create the state of Brand Love and then create more advantages of Customer Engagement Acts whether they are buying the complementary products of the brand, Influencing colleagues to interact the brand, referring the brand to their surrounding or even giving review and feedback for the sake of improvement in the quality of product and services of the brand in the future which are going to help brand understand the market needs. More implication for the factor of Brand Love, the team of Android could seek for the factor triggered Brand Love itself, the factor of Brand Love might from the factor of Customer Satisfaction toward the product, customer well experience along the buying process and also the outcome of the product towards the customer. The suggestion from the model, Android can appreciate more on Customer Engagement Buying, after customer do repetitive or cross-buying, team of Android could give promo code, voucher, or another bonus of product after using the system of Android. Android has a lot of connection to application whether the premium apps or free apps, therefore, voucher and free promo code can be applied for customers so the customer can try, download and use the product of Android on Playstore system in order to influence the most to the state of Wellbeing of customer. Android can also give referral code of sales to attract another user to use Android as their daily basis gadget, and it gives a value to the one who referred Android financially, so more users are gathered. Android can also use influencer in order to promote the product, but also ask the regular

users to influence their surrounding and Android can track it through the social media of the users. Android need to provide a forum or community for users to give feedback to the company and then filter, track and conclude according to the result provided in order to improve, raising the wellbeing state of customers and innovate the new product in order to increase the product value.

5.4 Limitation

The limitation of this exploration are including the honesty of respondents, since there are some errors possibly happen since the respondents are not being controlled thoroughly, whether the result is the outcome of their factual condition or focusing to finish the survey only. The limitation of the geographical and community of the respondent are in area of Indonesian and majoring the result of University students, college students or undergraduates. The research outcome also not a valid and solid outcome of the information in the field but could be one of a reference for the readers as consideration to take decision. Also the study also has limitation in time limit with the approximated time of 2 months and has limited time to fully understand the research. This research also has not mentioned the trigger of Brand Love state, so there are various reason of the state of brand love itself.

5.5 Recommendation for Future Study

It is very recommended to get more respondents more than the 10 times of the indicators in order to get more solid data of the measurement. Also use more background variety of the respondent to get more perception and also various data

background so the needs of the market can be provided widely with more respondent, then more market's voice can be represented by the respondents gained. This research can be used for various brands in various industry. Since this research has no moderating variables after invalid result of previous moderator, in the future, it might be a good factor to add moderator with different variable orientation depends on the need of the hypothesis of the research. Future research may also do explorative research with different model of the same variables in order to gain new perspective and conclusion. Future researcher might also add more filtering questions whether to find out the duration of usage of Android, what brand of Android that they use, the income and another flexible variable.