CHAPTER V
CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of the research presented in the previous chapter, this study can be concluded as follows:

1. Based on customer assessment in this research showed that aesthetic benefit, functional benefit and symbolic benefit which are the dimensions of brand concept overall exist in the agree category. Total average score of aesthetic benefits is 4.04 (agree), customer assess that screen display of iPhone is more attractive than other brands and has distinctive feature other than that they’re interested with the design, it seems futuristic. Moreover, based on customer assessment result, Total average score of Functional benefits is 3.68 (agree), customers has advantages in certain features from the iPhone such as SIRI, iTunes and iCloud that distinguishes it from android, the iPhone is user friendly and also provides applications that can be downloaded through the apple store although this aspect is considered neutral by customers, because Android has more and free purchase applications. The last dimension is the Symbolic benefits which obtained a total average score of 3.79 (agree). The points for this dimension are that the iPhone matches with the customer’s life style, not only giving the impression of a more exclusivity than other brands but also better in the eyes of other individuals.
2. Result on Customer commitment is in the Agree category. Based on the Affective aspect, customer assesses that they get a lot of benefits when using the iPhone; they do have a strong attachment and sense of belonging with the iPhone. On the Calculative aspect, they found it difficult to replace the iPhone by moving to another brand of cellphone, because it takes a lot of time and energy.

3. F-test shows result that $F_{count}$ (36.935) is greater than the $F_{table}$ (2.31) which means that $H_{01}$ is rejected and $H_{a1}$ is accepted, so it can be concluded that there is simultaneous impact of brand concept dimensions (Aesthetic, Functional and Symbolic benefits) on Customer commitment. As a result of the Coefficient of Determination, it shows that there is a 52.1% impact of Aesthetic, Functional and Symbolic benefits on Customer commitment, the remaining 47.9% is influenced by other variables outside the research regression model.

4. The t test on the research was conducted to analyze partial impact of independent variables on the dependent variable, with the results obtained as follows:

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Value t-count</th>
<th>Value t-table</th>
<th>Research hypothesis</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aesthetic Benefits</td>
<td>2.723</td>
<td>1.984</td>
<td>$H_{02}$ rejected, $H_{a2}$ accepted</td>
<td>The Aesthetic benefits(X1) have an impact on the Customer commitment (Y).</td>
</tr>
<tr>
<td>Functional Benefits</td>
<td>2.568</td>
<td>1.984</td>
<td>$H_{03}$ rejected, $H_{a3}$ accepted</td>
<td>The Functional benefits(X2) have an impact on the Customer commitment (Y).</td>
</tr>
<tr>
<td>Symbolic Benefits</td>
<td>3.493</td>
<td>1.984</td>
<td>$H_{04}$ rejected, $H_{a4}$ accepted</td>
<td>The Symbolic benefits(X3) have an impact on the Customer commitment (Y).</td>
</tr>
</tbody>
</table>
Based on table t-test above was obtained the regression equation model for this research as follows:

\[ Y = 4.229 + 0.577X1 + 0.706X2 + 0.955X3 + \]

Based on the equations, coefficient regression for Symbolic benefits is the biggest with a value of 0.955 or 95.5%; this shows that Symbolic benefits have a dominant impact on Customer commitment.

### 5.2 Suggestions

The suggestions suggested by the writer include:

1. Apple Company should maintain the Aesthetic (all the experiences that connects customers with the brand in a personal way such as; the catchy feeling customers derive from the attractive display screen), Functional (all the utilitarian features that differentiates iPhone from other smartphone brands such as; improving the features of the applications such as the SIRI) and Symbolic (all the features that positively enhances the self-esteem and ego of the customers such as; maintaining the exclusive impression among other brands) dimensions that are valued quite well by customers today, but should continue to conduct technological research to get a product that is better than other competitors, as the research shows that Brand Concept dimensions has an impact on Customer commitment both simultaneously and partially.
2. Essentially, **Economic** (such as; maintaining a quality that constantly matches the exclusive price of the iPhone to give an edge over other brands, and add some other advantages in terms of features such as making the screen display more attractive with higher resolutions and distinctive, so that the price offered will be appropriate and matches the quality of features the customers are paying for), **Psychology** (such as; maintaining that sense of belonging and the feeling of being up to date with modern technology among iPhone Users, and by holding several special iPhone user events or shows like musical festival, that can make iPhone users feel more appreciated, recognized and bound by the Apple iPhone brand) and **Norms aspects** (such as; improving the number of free purchase applications and also reducing a bit the price of buying the non-free applications on the App store that could be downloaded from the App Store, so that customers will not be persuaded to use more android smartphones for the purpose of downloading free and cheaper applications from the Google play store); must be considered in every research conducted by Apple iPhone Company in realizing brand concepts, so that customer commitment is formed.

3. Symbolic benefits are the most impacting dimension in shaping Customer Commitment, so Apple iPhone Company should try to continue to maintain that exclusivity both in terms of design and features; so that Apple iPhone users will have their own pride and continue to feel that
superiority among their peers and also have that sense of belonging that they will not get from using other smartphone brands.

4. For other researchers of the same or similar topic, I suggest they could use this research as a guide and reference in determining the impact of brand concept dimensions on customer commitment, also try as much as possible in getting more insight to the impact of other brand concept dimensions variables that aren’t discussed in this study and how they can impact customer commitment. Also, they should expand their researches to other cities beyond Bandung, in other to determine how brand concept dimensions impacts customer commitment using the data collected from respondents in a different geographical and demographical region.
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