

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

Based on the results, there are several concluding points that can be drawn, which are;

1. Purchase Regret positively and has a significant influence on Customer Negative Attitude from Vivo users.
2. Customer Dissatisfaction positively and has a significant influence on Customer Negative Attitude from Vivo users.
3. Purchase Regret positively and has a significant influence on brand switching from Vivo users.
4. Customer dissatisfaction positively and has a significant influence on brand switching from Vivo users.
5. Customer negative attitude positively significantly influences brand switching from Vivo users.
6. Customer negative attitude is able to mediate the influence of purchase regret on brand switching from Vivo users.
7. Customer negative attitude can also mediate the influence of customer dissatisfaction on brand switching from Vivo users.

## **B. Implication**

### **1. Managerial Implication**

Based on the results of the research that has been conducted, it is found that the variables of purchase regret, customer dissatisfaction, and customer negative attitude have a significant influence on brand switching decisions by Vivo consumers. Therefore, companies need to pay special attention to the results of each indicator on these variables as a basis for developing appropriate and comprehensive improvement-oriented strategies. The average purchase regret score of 72.3%, with the highest indicator being the mismatch of features with initial expectations (79.3%), indicates that many consumers experience disappointment after buying a product because they feel that the features and performance of the smartphone are not comparable to the expectations or information obtained before purchase. This condition indicates a lack of conformity between marketing claims and the actual performance of the product. Therefore, Vivo needs to improve accuracy and transparency in conveying product information, both through promotional media, official websites, and during direct interactions with consumers in stores. Descriptions of features and specifications must reflect actual performance so that consumer expectations are not too high and the potential for regret can be minimized.

Furthermore, the customer dissatisfaction variable has an average score of 75.1% with the highest score on the indicator of dissatisfaction with the quality of product performance (80.4%). These results show that consumers are dissatisfied with the experience of using Vivo products, especially related to system performance that often lags, less than optimal screen response, and

battery life that quickly decreases. Some complaints also arise regarding camera quality that does not match the promoted resolution and operating system stability that does not support multitasking usage. These shortcomings show that Vivo still has gaps in product quality aspects, especially in hardware and software. To overcome this, Vivo needs to make comprehensive quality improvements, both in terms of selecting internal components such as processors and RAM, as well as in terms of optimizing the operating system to make it lighter, more stable and responsive. In addition, the company is advised to strengthen the quality control process before the product is launched to the market so that complaints about performance can be minimized from the start.

The customer negative attitude variable recorded the highest average score compared to other variables, at 81.2%, with the most dominant indicator showing that many consumers feel disappointed and do not want to recommend Vivo products to others (86.9%). This high negative attitude is an important indicator that the consumer experience with Vivo products has not been entirely positive. Therefore, companies need to carry out brand recovery with a more empathetic and communicative approach. One strategy that can be implemented is to disseminate satisfied customer testimonials as a form of positive social validation, and create a user community platform to convey criticism and suggestions which are then actually responded to by the company. Real action in responding to complaints will rebuild consumer trust, while slowly changing negative perceptions to more positive ones.

As for the brand switching variable which has an average score of 77.8% and the highest indicator of consumer readiness to try other brands (85.6%), it is clear that the tendency to switch brands is very high. This shows that Vivo consumers do not have a strong enough emotional or rational attachment to the brand. To overcome this, Vivo needs to implement more structured customer retention strategies, such as loyalty programs, special offers for existing users, or competitive and profitable trade-in programs. Furthermore, the company also needs to utilize emotional approaches in marketing strategies, for example through storytelling that is relevant to the values and lifestyle of young consumers, so as to create an emotional bond between the brand and the customer.

Overall, the results of this study show that managerial improvements need to focus not only on improving product quality, but also on managing consumer expectations, responsive after-sales service, and honest and consistent brand communication. By strategizing holistically and based on consumer feedback, companies are expected to reduce the level of brand switching and build long-term loyalty to the Vivo brand in the midst of a highly competitive smartphone market.

## **2. Theoretical Implications**

This research contributes to the development of theory in the field of marketing management, especially in understanding the relationship between purchase regret, customer dissatisfaction, customer negative attitude, and brand switching. The results of this study strengthen the cognitive dissonance theory

proposed by Festinger (2014), which states that the mismatch between expectations and reality can cause psychological discomfort, which encourages individuals to seek a new balance. In this context, consumers who experience purchase regret and customer dissatisfaction tend to have a negative attitude towards brands, which ultimately encourages them to switch brands.

The theoretical implications of this study also show that customer negative attitude acts as a significant mediating variable in the relationship between purchase regret and customer dissatisfaction on brand switching. Thus, this study supports the results of previous research by Kim (2016) and Bui et al. (2011), which confirms that customer negative attitude after purchase can increase the likelihood of customers to switch to another brand.

It is hoped that further research can add other variables that can provide a more in-depth analysis of other factors that can influence brand switching, such as product quality variables. Based on research by Salvariza & Indriani, 2023 it was found that product quality variables influence consumers to switch brands.