

## V. CONCLUSION AND IMPLICATION

### A. Conclusion

From the result of the research about the effect of consumer satisfaction, brand image, price and variety seeking on brand switching of Xiaomi Smartphone users in Purwokerto, the researcher conclude that:

Consumer satisfaction has negative effect on brand switching of the users of Xiaomi Smartphone in Purwokerto, meaning that consumers felt high satisfaction on Xiaomi Smartphone so that the intention of brand switching was low.

Brand image has negative effect on brand switching of the users of Xiaomi Smartphone in Purwokerto, meaning that consumers give very good evaluation against the brand image of Xiaomi so that the intention of brand switching is low.

Price did not have effect on brand switching of the users of Xiaomi Smartphone in Purwokerto, meaning that the price of Xiaomi did not have effect against the consumers to perform brand switching.

Variety seeking did not have effect on brand switching of the users of Xiaomi Smartphone in Purwokerto, meaning that the low variety seeking of the users of Xiaomi Smartphone did not have effect on consumers to perform brand switching.

## B. Implication

Based on the conclusion of the research result above, the researcher will give several suggestions that can be made as constructive inputs for concerned parties, as follows:

1. The company of Xiaomi smartphone should increase more consumer satisfaction by giving better post purchase service to the consumers.
2. The company of Xiaomi smartphone should increase brand image by improving the quality of the products especially in diminishing or even removing all weaknesses of the products and improving the benefits of the product.
3. The company of Xiaomi smartphone should increase more perceived price, meaning that consumers have perception that the price of Xiaomi products is affordable and relevant with the quality, features, and benefits of the product.
4. The company of Xiaomi smartphone should suppress consumers' variety seeking by producing various products so that consumers have more choices and do not seek for variation and switch to other brands since Xiaomi provides various products that can meet the consumers' need.

## C. Suggestion

The first suggestion for the next research is the next researcher can add some variable, such as: promotion, quality, negative word of mouth and product usage for this research. The second, subject in this research only customer who have switched from another smartphone brand to Xiaomi smartphone products. The

next research is expected to be able to involve the users of smartphone that have not been switched to Xiaomi smartphone products. This is due to determine their interest in the use of Xiaomi smartphone product. So, the next researcher can compare which one more interest for customers between another smartphone brand products and Xiaomi smartphone product.