

CHAPTER 5

CONCLUSION & SUGGESTION

5.1 Conclusion

Based on the results of my research and the discussion used in accordance with the objectives of the initial hypothesis some conclusions can be concluded as follows :

1. Brand image is proven to have a positive and significant impact on brand loyalty, it was explained when the results of the brand image increased, the results of brand loyalty also increased for loyalty to the BMW brand. The first hypothesis which states brand image affects brand loyalty is accepted.
2. variety seeking is proven to have a positive and significant impact on brand loyalty, the statement explained that when the period is increasing, it will also increase and royalties towards the BMW brand. the second hypothesis that states about variety seeking has an influence on brand loyalty is accepted.
3. Social factor perception is proven to have a positive and significant impact on brand loyalty, the results explain that when social factors increase the value of brand loyalty increases too. the third hypothesis which states social factors have an influence on brand loyalty is accepted.
4. a. Age moderation variable is proven to have no impact on other variables. The results explained that when brand image increases, there is no need to increase brand loyalty towards BMW brands. then the fourth hypothesis which states that age moderates brand image is not accepted.
b. Age moderation variable is proven to have no effect on other variables, the result is when the value of variety seeking increases, age moderation cannot increase BMW brand loyalty results. then it can be

stated that the fifth hypothesis of age cannot moderate variety seeking so it is not accepted.

c. Age moderation variable is proven to not be able to influence other variables, the result is when the value of social factors increases, age moderation cannot increase BMW brand loyalty results. then it can be stated that the sixth hypothesis of age cannot moderate social factors so it is not accepted.

5.2.1 Suggestion

Based on the conclusions above, a number of recommendations can be given in the form of suggestions that can be considered as follows:

1. for further research it is better to add more exogenous variables such as the gender moderation variable because only one age moderation does not have much effect on the value of each variable.
2. for further research, it is better to increase the number of respondents so that there is more uncertain diversity, mostly for private or public workers aged 17 to 39 years for all bmw vehicle users, both old and young.
3. for further research it is better to be more detailed in the age of moderation variables such as 19-30 years 31-40 years and so that the moderation variable can be accepted and can affect other variables.
4. for further research it is recommended to use a larger sample size because so that each variable and moderation can be valid

5.2.2 Suggestion for Practical

1. As the previous discussion topic, we can know that the brand image variable can affect brand loyalty well and have a positive and significant influence on brand loyalty, but it seems that BMW has never advertised its products on television, especially in Indonesia. if bmw can advertise their products on indonesian television then i'm sure everyone who sees the ad will be able to add value to the brand image.

2. as we all know in chapter 4 that the relationship between variety seeking and brand loyalty is positive but has the lowest value of the three variables, so I can say that many respondents who like many models but are confused about each wanting to buy because one bmw model is up to 6 or 7 different variants, the more summary the better the effect on brand loyalty.

When the above can be fulfilled, the BMW brand will get a lot of customers who will be loyal to the brand, because many people will know through advertising that the BMW brand has many variants and all this time in the mind of every BMW brand, people only sell cars above 1 billion, but in fact that in Indonesia now sell their products that they have assembled in Indonesia, making the price more affordable. and can also attract many new customers through advertising.

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