

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study examines the effect of social media brand communication on brand equity on consumer repurchase intention of Hisana Fried Chicken. Based on the research results in the previous chapter, it can be concluded that what can increase brand equity is firm-created social media brand communication and user-generated social media brand communication, that all have a positive and significant impact on brand equity in Hisana Fried Chicken in Surabaya. Because it is considered capable of influencing brand equity so that consumer awareness and association is created because they are interested in and will try the products offered, both through content created by companies and users. And it turns out that firm-created social media brand communication has a greater effect on brand equity because people believe that content created by companies is correct and useful for customers.

In addition, the second conclusion can be drawn that brand equity has a significant effect on repurchase intention. Because it is considered a strong brand, it will increase repurchase intention. Strong brand equity means the brand has good brand awareness and many people will remember the brand above their minds, they also think the quality of the brand is good. Consumer confidence in consuming the product will increase and will be more loyal to the brand. This will influence consumers to consider repeat purchases.

5.2 Limitation of Research

The limitations in this research is that the object is too general. The object includes all of Hisana Fried Chicken without focusing in one product.

5.3 Suggestions

Based on the conclusions made by the researcher, will provide some suggestions or recommendations that can be used as a consideration for further research as follows:

5.3.1 Suggestion for Academic

For further research it is recommended to analyze certain types of products from Hisana Fried Chicken and also to carry out research in different areas so as to obtain more reliable and accurate data for future analysis.

5.3.2 Suggestion for Practical

1. From the research conclusions that show a positive and significant influence between firm-created social media brand communication on brand equity Hisana Fried Chicken fast food, it can be suggested that companies need to take advantage of this opportunity by focusing on creating interesting content on social media to make it more attractive to attract wider consumers. Fast food Hisana Fried Chicken is obliged to maintain informative and creative advertisements on social media such as Facebook and Instagram, providing information that is in accordance with the product, and making promotions so that it will attract people's attention.
2. From the conclusions of the research that shows a positive and significant influence between user-generated social media brand communication on the brand equity of Hisana Fried Chicken because consumers find it more trustworthy and reliable, it can be suggested that the company builds a sense of community around their brand as it facilitates the relationship not only between brands and consumers, but more importantly among consumers themselves through platforms such as social networks and it is suggested that companies develop their brand image to their liking audience on social media.
3. From the conclusions of the research that shows a positive and significant influence between brand equity on the repurchase intention of Hisana Fried Chicken, it can be suggested that companies pay attention to brand image and the quality perceived by consumers must be considered, create new variations in products to increase sales, hear suggestions from consumers and provide a good experience for consumers when shopping.

REFERENCES

- Aaker, D. (1991). *Managing Brand Equity: Capitalizing on Value of a Brand Name*. New York: The Free Press.
- AFI. (n.d.). Retrieved may 11, 2020, from Asosiasi Franchise Indonesia : <http://www.franchiseindonesia.or.id/news>
- Aliaga, M., & Gunderson, B. (2002). Interactive Statistics.
- Badan Pusat Statistik. (n.d.). Retrieved may 10, 2020, from BPS - Statistics Indonesia: <https://www.bps.go.id>
- Berthon, & Campbell, C. (2008). Ad Lib: When Customers Create the Ad. *California Management*. 6-31.
- Bollen, K. A., & Curran, P. J. (2006). Latent curve models: A structural equation perspective.
- Brodie, R., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer Engagement in a Virtual Brand Community: An Exploratory Analysis. *Journal of Business Research*, 105-114.
- Chu, S., & Kim, Y. (2011). Determinants of Consumer Engagement in Electronic Word of Mouth (eWOM) in Social Networking Sites. *International Journal of Advertising Vol. 30 No.1*, 47-75.
- Durianto, D. (2001). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.
- Ferdinand. (2002). Metode Penelitian Manajemen.
- Fullerton, G. (2005). The impact of brand commitment on loyalty to retail service brands. *Canadian Journal of Administrative Sciences*, 97-110.
- Hair, J. (2014). Partial least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool for Business Research. *European Business Review*.
- Hogart, R. M., J.Gibbs, B., McKerzie, C. R., & Marquis, M. A. (1997). Learning from Feedback. Exactingness and Incentives. *Research on Judgement and Decision Making Cambridge University*, 84-244.
- Hsieh, S., Jang, Y., Hwang, G., & Chen, N. (2011). Effects of teaching and learning styles on students' reflection levels for ubiquitous learning. *Elsevier Ltd*, 1194-1201.

- Industri Makanan dan Minuman Jadi Sektor Kampiun.* (2019, Februari 18). Retrieved from Kemenperin Web Site : <https://kemenperin.go.id/artikel/20298/Industri-Makanan-dan-Minuman-Jadi-Sektor-Kampiun>
- Jacoby, J. (1971). Brand Loyalty: A Conceptual Definition. *Proceedings of the Annual Convention of The American Psychology Association*, 655-656.
- Jing, Z., Yanxin, J., Rizwan, S., & Mingfei, D. (2015). Building Industrial Brand Equity by Leveraging Firm Capabilities and Co-Creating Value With Customers. *Industrial Marketing Management* , 12.
- Kanuk, Schiffman, Leon, & Lazar, L. (2008). *Consumer Behavior 7th Edition*. Jakarta: PT Indeks Kelompok Gramedia.
- Kim, C. M., & N. Shin. (2012). User perception of .the quality, value, and utility of user-generated content. *Journal of Electronic Commerce Research*, 305-319.
- Kompas.Com. (2020, august 08). *Ini 3 Subsektor Ekonomi Kreatif yang Jadi Penyumbang Terbesar PDB Indonesia*. Retrieved from Kompas.Com: <https://money.kompas.com/read/2020/08/30/151100526/ini-3-subsektor-ekonomi-kreatif-yang-jadi-penyumbang-terbesar-pdb-indonesia>
- Kotler, P. (1997). *Marketing Management 9th Edition*. New Jersey: Prentice Hall International Inc.
- Kotler, P. (2005). *Manajemen Pemasaran 1st Edition*. Jakarta: PT Indeks Kelompok Gramedia.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management 13th Edition*. Jakarta: Erlangga.
- OECD. (2007). Wikis and Social Networking: OECD study on user generated content.
- Pappu, R., Qester, P., & Cooksey, R. (2005). Consumer-Based Brand Equity: Improving The Measurement-Empirical Evidence. *Journal of Product and Brand Management*, 14(3), 143-154.
- S.K, S. P. (2009). *Statistik :Untuk Ekonomi Dan Keuangan Modern*.

- Setiyadi, B. A. (2017). Response of the Millennial Generation to Brand Communications on the Brand Equity of Social Media. *Review of Integrative Business and Economics Research*.
- Soehadi, A. W. (2005). Effective Branding.
- Soewandi, M. (2015). The Impact of Social Media Communication Forms on Brand Equity. *iBuss Management Vol. 3*.
- Sugiyono. (2011). Metode Penelitian Kuantitatif, Kualitatif dan R& D.