

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

This research analyzes the effect of Firm-created Social Media Communication and User-generated Social Media Communication on Brand Awareness and Brand Loyalty of Cotton Ink. Based on the results of research and discussion by using Sturctural Equation Modelling (SEM), then the conclusion can be drawn as follows:

1. Firm-created Social Media Communication gives direct effect significantly and has a positive effect on Brand Awareness. Thus the first hypothesis which states that Firm-created Social Media Communication give impact on Brand Awareness of Cotton Ink's consumer, accepted.
2. User-generated Social Media Communication gives effect significantly and has a positive effect on brand awareness. Thus the second hypothesis which states that User-generated Social Media Communication give impact on Brand Awareness of Cotton Ink's consumer, accepted.
3. Brand Awareness has positive affect on Brand Loyalty significantly. Thus third hypothesis which states that the impact of Brand Awareness on Brand Loyalty of Cotton Ink's consumer, accepted.
4. Firm-created Social Media Communication gives direct effect significantly and has a positive effect on Brand Loyalty. Thus the fourth hypothesis which states that Firm-created Social Media Communication give impact on Brand Loyalty of Cotton Ink's consumer, accepted.
5. User-generated Social Media Communication gives effect significantly and has a positive effect on Brand Loyalty. Thus the fifth hypothesis

which states that User-generated Social Media Communication give impact on Brand Loyalty of Cotton Ink's consumer, accepted.

5.2. Limitations of The Research

One of the limitations in this research is cannot be generalized, due to the result of normality test is not normal distribution function. So the result of this research can only be used by this research only. This is also due to number sample used and limited time. The results will be different if the sample is over 250 like the previous researches that are accordance with this research. This is also due to the limited time that is given to this research.

5.3. Suggestion

Based on the conclusions that is stated above, several recommendations can be given in the form of suggestions that can be taken into consideration for Cotton Ink:

5.3.1. Suggestion for Academic

1. For further study, it should include hypotheses regarding the indirect effects on the model to create a further analysis regarding the endogenous variables, which are brand awareness and brand loyalty. It appears that both social media brand communications influence brand loyalty with a mediating variable, which is brand awareness. This will provide additional information or issues about the impact of social media brand communication on brand loyalty through brand awareness.

2. Due to the limitations of this study, further study should increase the number of respondents to get more accurate results and it may result on the normality test to have normal distribution function, this is also because the followers of a particular company or brand that is verified is thousands and maybe even more.
3. In order to create an expansion of respondents, it should also sampling not just in one particular social media, but others as well such as Facebook, twitter, YouTube, etc.

5.3.2. Suggestion for Practical

1. Based on the results that have been put forward, it shows that how positive and significant effects of social media brand communication on brand awareness and brand loyalty. However in variable that has the least influence on brand loyalty is user-generated social media communication. This indicates that firm-created social media has bigger influence to brand loyalty. Cotton Ink has done well on their own content to enhance brand loyalty and should inspire other Instagram accounts to posts creative content as well as to influence the brand loyalty of Cotton Ink consumers.
2. Firm-created social media communication has the lowest descriptive statistics, this proves that Cotton Ink's social media account has less effectiveness than user-generated content. Cotton Ink should improve and show more creative and attractive content. Overall Cotton Ink has managed well and

created a brand image that can leads to brand awareness and brand loyal to Cotton Ink's consumer. Cotton Ink should maintain the good brand image that already been built. Also maintain good relationships with they consumers. This provides opportunities for Cotton Ink to keep on using social media as an advertisement instrument.

3. This research also proves social media is one of key mediums of reaching brand communication to create an image to the target market to achieve consumer's brand awareness and brand loyalty. Other brands or companies should consider of using social media brand communication to take it as an advantage and enhance their marketing mediums to achieve brand awareness and brand loyalty.

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