

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the results of analysis and discussion above about the impact of Corporate Social Responsibility Program “Cuci Tangan Pakai Sabun” on Brand Image, Brand Attitude, and Brand Loyalty of Lifebuoy Consumers in Surabaya using Structural Equation Modelling (SEM), the conclusion can be drawn as follows:

1. The first hypothesis is Corporate Social Responsibility has a positive and significant impact on Brand Image. This shows that by integrating corporate social responsibility policy, Lifebuoy is able to have a well-like brand image. Therefore, the first hypothesis is accepted.
2. The second hypothesis is Corporate Social Responsibility has a positive and significant impact on Brand Loyalty. This concludes that by showing a socially responsible behavior, Lifebuoy is able to make more loyal towards using its products. Therefore, the second hypothesis is accepted.
3. The third hypothesis is Brand Image has a positive and significant impact on Brand Attitude. This concludes that by having a good brand image, consumers show a positive attitude towards Lifebuoy. Therefore, the third hypothesis is accepted.

4. The fourth hypothesis is Brand Image has a negative and insignificant impact on Brand Loyalty. This shows that even though Lifebuoy has a good brand image, there are other factors that influence customers' decision. Therefore, the fourth hypothesis is rejected.
5. The fifth hypothesis is Brand Attitude has a positive and significant impact on Brand Loyalty. This shows that by having a positive attitude towards Lifebuoy, consumers are more likely to have a commitment using its products. Therefore, the fifth hypothesis is accepted.

## **5.2 Limitations of The Research**

The limitations in this research are first, the result of normality test does not follow the normal distribution function so the result of this research can only be used by this research only. Second, this research used 150 samples only. The results will be different if more samples are used like the previous researches that are accordance with this research. Third, there is a questionnaire item which measures satisfaction that presents in two variables. For further research, latest indicators can be used to measure variables more precisely.

### **5.3 Suggestion**

Based on the conclusion above, several recommendations can be given in the form of suggestions that can be taken into consideration for Lifebuoy management and next researchers:

#### **5.3.1 Suggestion for Academic**

1. For further study, an additional variable would be a great idea to be included in the next research. Variable such as perceived quality can be included in the research in order for researcher to be able to get a better understanding on the impacts.
2. For further study, an increase in the number of respondents would be recommended to provide better results because Lifebuoy products are being used by a lot of people and in Surabaya alone there must be more than 150 people that use the product.
3. For further study, the next researcher is recommended to use more directed sample such as parents whom kids participate in Lifebuoy CSR program “Cuci Tangan Pakai Sabun”.

#### **5.3.2 Suggestion for Practical**

1. Based on the result above, corporate social responsibility variable has a positive and significant impact on brand image and brand loyalty. This proves that CSR policies taken by Lifebuoy has a positive impact on their brand as well as their customers but it

seems like the program is lacking in terms of reporting. It would be a great idea to make an advertisement that conveys good values of the product as well as reporting the progress of the program. Moreover, having a social media platform as a place to share picture, news, and progress about the activity daily are more likely to attract the attention of many people from various generations as well as creating an opportunity to have a direct communication with customers. By having social media platforms, it can be utilized to inform people about company activities and advertisement about the product.

2. Maintaining existing products and adding more programs regarding to the product and brand loyalty so that the customers will be more interested in Lifebuoy products.
3. It is also possible to create an activity that people or community can engage with. For example, inviting *dokter kecil* from various primary school in Surabaya to attend a social event about health and hygiene where these *dokter kecil* can share information that they get from the event to their friends.

## REFERENCE

- Alhaddi, H. (2015). Bottom Line and Sustainability: A Literature Review. *Business and Management Studies*, Vol. 1, No. 2, September:pp. 6-10.
- Andreani, F., Taniaji, T.L., and Puspitasari, R.N.M. (2012). The Impact of Brand Image Towards Loyalty with Satisfaction as A Mediator in McDonald's. *Jurnal Manajemen dan Kewirausahaan*, Vol. 14, No. 1, Maret: pp. 64-71.
- Assael, H. (2001). *Consumer Behavior and Marketing Action* (6<sup>th</sup> Edition). Ohio: South-Western College Publishing.
- Brunk, K.H. (2009). Exploring Origins of Ethical Company/Brand Perceptions – A Consumer Perspective of Corporate Ethics. *Journal of Business Research*, 63 (2010), pp. 255-262.
- Carroll, A.B. (2016). Carrol's Pyramid of CSR: Taking Another Look. *International Journal of Corporate Social Responsibility*, (2016) 1:3, pp. 1-8.
- Chang, H.H., Hsu, C., and Chung, S.H. (2008). The Antecedents and Consequences of Brand Equity in Service Market. *Asia Pasific Management Review*, Vol. 13, No. 3, pp. 601-624.
- Creel, T. (2012). How Corporate Social Responsibility Influences Brand Equity. *Management Accounting Quarterly*, Vol. 13, No. 4, pp. 20-24.
- Crowther, D., and Aras, G. (2008). *Corporate Social Responsibility*. Denmark: Ventus Publishing ApS.

- Durianto, D., Sugiarto., and Sitinjak, T. (2001). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT Gramedia Pustaka Utama.
- Fauset, C. (2006). What's Wrong With Corporate Social Responsibility?. *Corporate Watch Report 2006*, pp. 3-28.
- Ghozali, I., and Fuad. 2005. *Structural Equation Modeling: Teori, Konsep, & Aplikasi dengan Lisrel 8.54*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hardiani. (2016). Pengaruh Corporate Social Responsibility (CSR) Terhadap Brand Image (Citra Perusahaan): Studi Pada PT. Bank BRI Tbk (Persero) Cabang Makassar. *Jurnal Ilmiah BONGAYA (Manajemen & Akuntansi)*, No. 19, April:hal. 50-56.
- Hastuti, N. (2016). Pengaruh Tanggungjawab Sosial Perusahaan (Corporate Social Responsibility) Terhadap Nilai Perusahaan (Studi Empiris pada Perusahaan Manufaktur yang Terdaftar di Bursa Efek Indonesia Periode 2013 dan 2014). *Jurnal Profita*, Vol. 7, hal. 1-19.
- Hasugian, J.T.M. (2015). Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty Telkomsel. *Ejournal Ilmu Administrasi Bisnis*, Vol. 3, No. 4, hal. 923-937.
- He, Y., and Lai., K.K. (2014). The Effect of Corporate Social Responsibility on Brand Loyalty: The Mediating Role of Brand Image. *Total Quality Management and Business Excellence*, Vol. 25, No. 3, pp. 249-263.
- Imarta, F.A. (2013). Pengaruh Brand Image dan Sikap Atas Merek Terhadap Ekuitas Merek KFC Veteran Padang. *Jurnal Manajemen*, Vol. 2, No. 1, hal. 1-14.

- Junaidi, S., and Dharmmesta, B.S. (2002). Pengaruh Ketidakpuasan Konsumen, Karakteristik Kategori Produk, dan Kebutuhan Mencari Variasi Terhadap Keputusan Perpindahan Merek. *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 17, No. 1, hal. 91-104.
- Kang, G., and James, J. (2004). Service Quality Dimensions: An Examination of Grönroos's Service Quality Model. *Managing Service Quality*, Vol. 14, No. 4, pp. 266-277.
- Kotler, P., and Armstrong, G. (2001). *Principles of Marketing*. New Jersey: Prentice-Hall Inc.
- . (2012). *Principles of Marketing*. England: Pearson Education Limited.
- Kotler, P., dan Keller, K.L. (2009). *Manajemen Pemasaran*. Jilid 1. Edisi 13. Jakarta: Erlangga.
- Latif, W.B., Islam, A., Mohamad, M., Sikder, A.H., and Ahmed, I. (2015). A Conceptual Framework of Brand Image on Customer-based Brand Equity in the Hospitality Industry at Bangladesh: Tourism Management and Advertisement as Moderators. *Journal of Scientific Research and Development*, Vol. 2, No. 11, pp. 1-16.
- Leki, R., and Christiawan, Y. J. Pengaruh Corporate Social Responsibility (CSR) Terhadap Penjualan dan Biaya Operasional Perusahaan di Bursa Efek Indonesia Tahun 2007-2011. *Business Accounting Review*, Vol. 1, No. 2, hal. 329-341.
- Liu, Y., and Zhou, X. (2009). Corporate Social Responsibility and Customer Loyalty: A Conceptual Framework. Sixth International Conference on Service System and Service Management. *Sixth International Conference on Service*

- System and Service Management*, pp. 794-798. Xiamen: IEEE.
- Mabkhot, H. A., Shaari, H., and Salleh, A. (2017). The Influence of Brand Image and Brand Personality on Brand Loyalty, Mediating by Brand Trust: An Empirical Study. *Jurnal Pengurusan*, Vol. 50, pp. 71-82.
- Manyasi, J.N., and Masinde, S.W. (2014). Effect of Employee Focused Corporate Social Responsibility Initiatives on Performance of Sugar Manufacturing Firms in Kenya. *Journal of Business Management & Social Sciences Research*, Vol. 3, No. 1, January:pp. 33-42.
- Martinez, P., Pérez, A., and Rodriguez, I. (2014). CSR Influence on Hotel Brand Image and Loyalty. *Academia Revista Latinoamericana de Anministración*, Vol. 27, No.2, pp. 267-283.
- Moir, L. (2001). What Do We Mean By Corporate Social Responsibility?. *Corporate Governance*, Vol. 1, Issue 2, pp. 16-22.
- Nedeljkovići-Pravdić, M. (2010). How to Create Powerful Brands: An Investigation. *Serbian Journal of Management*, Vol. 5, No. 1, pp. 77-95.
- Porter, M. E., and Kramer, M. R. (2006). Strategy & Society: The Link Between Competitive Advantage and Corporate Social Responsibility. *Harvard Business Review*, December:pp. 78-93.
- Pramana, A.A., and Kusuma, A.A. (2016). Pengaruh Corporate Social Responsibility Terhadap Perilaku Word of Mouth Positif Dan Citra Merek Aqua. *E-jurnal Manajemen Unud*, Vol. 5, No. 12, hal. 8107-8133.



- Priester, J.R., Godek, J., Nayakankuppum, D.J., and Park, K. (2004). Brand Congruity and Comparative Advertising: When and Why Comparative Advertisements Lead to Greater Elaboration. *Journal of Consumer Psychology*, Vol. 14, No. 1&2, pp. 115-123.
- Priya, M.L., and Venkateswarlu, P. (2017). Impact of Corporate Social Responsibility on Company's Brand Image – A Conceptual Model. *International Journal of Scientific Research and Review*, Vol. 6, Issue 12, pp. 146-148.
- Rahman, S. (2011). Evaluation of Definitions: Ten Dimensions of Corporate Social Responsibility. *World Review of Business Research*, Vol. 1, No. 1, pp. 166-176.
- Schiffman, L.G., and Kanuk, L.L. (2000). *Consumer Behavior*. Fifth Edition. New Jersey: Prentice-Hall Inc.
- Sekaran, U. (2003). *Research Methods for Business: A Skill Building Approach*. New York: John Wiley and Sons, Inc.
- Semuel, H., and Wijaya, E. (2008). Corporate Social Responsibility, Purchase Intention dan Corporate Image pada Restoran di Surabaya dari Perspektif Pelanggan. *Jurnal Manajemen Pemasaran*, Vol. 3, No. 1, hal. 35-54.
- Simorangkir, E. (2017). *Penjualan Unilever Tahun Ini Melambat, Karena Daya Beli Lesu?*. Retrived from <https://finance.detik.com/bursa-dan-valas/d-3709078/penjualan-unilever-tahun-ini-melambat-karena-daya-beli-lesu>, accessed on June 25, 2018 at 3.36 pm.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

- Sukiarti, L., Hasiholan, L.B., and Haryono, A.T. (2016) Pengaruh Citra Merek, Sikap Merek, Kesadaran Merek dan Kualitas Merek Terhadap Ekuitas Merek Hand & Body Lotion Vaseline (Studi Kasus di Kecamatan Pringapus, Kabupaten Semarang). *Journal of Management*, Vol. 2, No. 2.
- Sulistiyanto, F.X., and Soliha, E. (2015). Pengaruh Persepsi Harga, Citra Perusahaan dan Citra Merek Terhadap Kepuasan dan Loyalitas Pelanggan pada Apotek “Dela” di Semarang. *Prosiding Seminar Nasional & Call for Papers: Kinerja Perbankan, Bisnis dan Ekonomi Indonesia Menhadapi Asian Economic Community 2015*.
- Tamaka, I. (2013). Citra Merek, Ekuitas Merek, dan Kualitas Produk Pengaruhnya Terhadap Sikap Konsumen pada Produk Daihatsu di PT. Astra Internasional Daihatsu Manado. *Jurnal EMBA*, Vol. 1, No. 3, September:hal. 1317-1328.
- Top Brand Award. (2017). *Top Brand Index 2017 Fase 1 Kategori Perawatan Pribadi*. Retrived from [http://topbrand-award.com/top-brand-survey/survey-result/top\\_brand\\_index\\_2017\\_fase\\_1](http://topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2017_fase_1).
- Unilever. (2018). *About Unilever*. Retrived from <https://www.unilever.com/about/who-we-are/about-Unilever/>, accessed on June 25, 2018 at 3.50 pm.
- Vemale. (2012). *Lifebuoy Sabun Mandi*. Retrived from <https://www.vemale.com/keluarga/15491-lifebuoy-sabun-mandi.html>, accessed on June 25, 2018 at 15.55.
- Wibisono, Y. (2016). *Membedah Konsep & Aplikasi CSR*. Gresik: Fascho Publishing.

- Wu, S., and Wang, W. (2014). Impact of CSR Perception on Brand Image, Brand Attitude and Buying Willingness: A Study of a Global Café. *International Journal of Marketing Studies*, Vol. 6, No. 6, pp. 43-56.
- Yamin, S., and Kurniawan., H. (2009). *Structural Equation Modeling: Belajar Lebih Mudah Teknik Analisis Data Kuesioner dengan Lisrel-PLS*. Jakarta: Salemba Infotek.
- Zeis, P. (2016). *The Triple Bottom Line: Business Done Right*. Retrived from <https://balancedachievement.com/areas-of-life/triple-bottom-line/>, accessed on June 24, 2018 at 5.46 pm.