

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Based on the overall result obtained, it can be concluded as follows:

1. Based on the respondent answer, social media advertisement has positive impact and significance towards purchase decision of Adidas Indonesia through Instagram. Therefore social media advertisement is a factor that the respondent consider when making purchase decision of Adidas products. This could be because of the visualization that Instagram give which motivates the respondents to buy the products.
2. Brand awareness has positive impact and significance towards purchase decision of Adidas Indonesia through Instagram. Therefore brand awareness is a factor that the respondent consider when making purchase decision of Adidas products. This could be because respondents prefer brand that has they are aware of rather than products that they are unaware of because they already knew about the products.
3. Perceived quality has positive impact and significance towards purchase decision of Adidas Indonesia through Instagram. Therefore perceived quality is a factor that the respondent consider when making purchase decision of Adidas products. This could be because of previous experience or quality that respondents already knew will help them in making the purchase decision.
4. Customer trust has positive impact and significance towards purchase decision of Adidas Indonesia through Instagram. Therefore customer trust is a factor that the respondent consider when making purchase decision of Adidas products. This could be because of a good customer

trust will help the customer in making purchase decision as they already trust the products or brands that they want to buy.

5.2. Recommendation

After some analysis of all the variables in this research, it can be concluded some suggestion for next researcher and Adidas Indonesia. The following are the theoretical and practical recommendation for this research:

5.2.1. Theoretical Recommendation

This research is hopefully be able to provide information for researcher and students who want to do extended research. This research is hopefully be able to help the researcher and students to develop the theories of social media advertisement, brand awareness, perceived quality, and customer trust and purchase decision.

5.2.2. Practical Recommendation

This research is hopefully be able to help Adidas Indonesia to develop and increase the purchase decision of the customer based on the social media advertisement, brand awareness, perceived quality, and customer trust in running their business in the competitive business era. Based on the analysis, the following can be recommended:

1. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I have revisited Adidas Indonesia Instagram account”. The company has to give more information that the customer will try to find in the Instagram account. Instagram sure will give good visualization of their products, but it need to come with many information.
2. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I can describe in brief

about Adidas or the products I have revisited Adidas Indonesia Instagram account”. The company need to give easier explanation regarding the products and the company so that the customer could understand what they buy.

3. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I understand that Adidas is the best brand in term of quality in sportswear fashion”. The company need to maintain their quality not only in their standard, but also compete with the standard of the competitor.
4. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I believe Adidas can be relied on when I need them”. The company need to interact with the customer more and also respond to what the customer are saying. As Adidas is a multinational companies, it need to have some place or people where the customer could contact when they need something.
5. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I bought more Adidas products than other brand”. The company has to listen to what the customer are saying regarding many thing such as design, comfort, or any other things that could help customer make their purchase decision.

5.3. Weakness of Research

In this research, there were no back-translation done in the questionnaire which might cause a different meaning in the question distributed with the actual meaning that actually desired. Therefore, if there are any future research, there should be a back-translation so the desired meaning match with the meaning in the questionnaire.

REFERENCES

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the Value of a Brand Name*. New York: Free Press.
- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review* 38(3), 102-120.
- Anselmsson, J., Johansson, U., & Persson, N. (2007). Understanding Price Premium for Grocery Products: a Conceptual Model of Customer-based Brand Equity. *Journal of Product & Brand Management* 16 (6), 401–414.
- Arens, W., Arens, C., & Weigold, M. (2015). *M: Advertising 2nd Edition*. New York: McGraw-Hill Education.
- Ballantyne, R., Warren, A., & Nobbs, K. (2006). The Evolution of Brand Choice. *Journal of Brand Management* 13(4-5):339-352, 339-352.
- Barnes, J. G. (2003). *Secrets Of Customer Relationship Management*. New York: McGraw-Hill.
- Belch, G. E., & Belch, M. A. (2004). *Advertising and Promotion: An Integrated Marketing Communications Perspective, 6th edition*. New York: McGraw-Hill.
- Besra, E., Kartini, D., & Hasan, M. (2015). The Role Of Retail Image And Customer Trust On Purchase Intention Of Private Label Product. *International Journal of Scientific & Technology Research Volume 4, Issue 05*, 215-218.
- Bettman, J. R., Luce, M. F., & Payne, J. W. (1998). Constructive Consumer Choice Process. *Journal of Consumer Research* 25, 187-217.

- Blau, P. M. (1964). *Exchange and Power in Social Life*. New York: Wiley.
- Bristow, D. N., Schneider, K. C., & Schuler, D. K. (2002). The Brand Dependence Scale: Measuring Consumers' Use of Brand Name to Differentiate among Product Alternatives. *The Journal of Product & Brand Management* 11(6), 343-356.
- Chen, J., Xu, H., & Whinston, A. (2011). Moderated Online Communities and Quality of User-generated Content. *Journal of Management Information Systems* 28(2), 237-268.
- Christensen, L. B., Johnson, R. B., & Turner, L. A. (2015). *Research Methods, Design, and Analysis 12th Edition*. Essex, London: Pearson Education Limited.
- Collins, C. D., & Lindley, T. (2003). Store Brands And Retail Differentiation: The Influence Of Store Image And Store Brand Attitude On Store Own Brand Perceptions. *Journal of Retailing and Consumer Services* 10, 345-352.
- Cooper, D. R., & Schindler, P. S. (2013). *Business Research Methods, 12th Edition*. New York: McGraw-Hill Education.
- Darwin, S., & Kunto, Y. S. (2014). Analisis Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Dan Kepercayaan Pelanggan Sebagai Variabel Intervening Pada Asuransi Jiwa Manulife Indonesia – Surabaya. *Jurnal Manajemen Pemasaran Petra, Vol 2, No.1*.
- Davis, M. M., Aquilano, N. J., & Chase, R. B. (2003). *Fundamentals of Operations Management. 4th Edition*. Texas: McGrawHill/Irwin,.

- Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A Social Influence Model of Consumer Participation in Network- and Small-group-based Virtual Communities. *International Journal of Research in Marketing* 21, 241-263.
- Durianto, D., Sugiarto, & Budiman, L. J. (2004). *Brand Equity Ten: Strategi memimpin Pasar*. Jakarta: Gramedia Pustaka Utama.
- Durianto, D., Sugiarto, & Sitinjak, T. (2001). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.
- Evans, M. M., Foxall, G., & Jamal, A. (2009). *Consumer Behaviour. 2nd edition*. Chichester, United Kingdom: John Wiley & Sons.
- Galvin, J. E., & Ahuja, M. K. (2003). Socialization in Virtual Groups. *Journal of Management*, 29 (2), 161-185.
- Gefen, D. (2000). E-Commerce: The Role of Familiarity and Trust. *Omega* 28 , 725-737.
- Gefen, D., & Straub, D. W. (2004). Consumer Trust in B2C e-Commerce and the Importance of Social Presence: Experiments in e-Products and e-Services. *The International Journal of Management Science Omega* 32, 407-424.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2013). *Analisis Multivariate dengan Program IBM SPSS 23, Edisi 8*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gounaris, S. P., & Venetis, K. (2002). Trust in Industrial Service Relationships: Behavioral Consequences, Antecedents and

the Moderating Effect of the Duration of the Relationship. *Journal of Services Marketing Vol. 16 No. 7*, 636-655.

Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The Effects of Price-comparison Advertising on Buyers' Perceptions of Acquisition Value, Transaction Value and Behavioral Intentions. *Journal of Marketing*, 62(2), 46-59.

Gustafson, T., & Chabot, B. (2007). Brand Awareness. *Cornell Maple Bulletin* 105.

Hagel, J., & Armstrong, A. G. (1997). *Net Gain: Expanding Markets Through Virtual Communities*. New York: McKinsey & Company, Inc.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis Seventh Edition*. Upper Saddle River, New Jersey: Prentice Hall.

Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all Connected: The Power of the Social Media. *Business Horizons* 54, 265-273.

Hoffman, D. L., Novak, T. P., & Peralta, M. (1999). Building Consumer Trust in Online Environments: The Case for Information Privacy. *Communications of the ACM, Volume 42, Number 4*, 80-85.

Idrus, M. (2009). *Metode Penelitian Ilmu Sosial Pendekatan Kualitatif dan Kuantitatif Edisi Kedua*. Jakarta: Penerbit Erlangga.

Jaafar, S. N., Lalp, P. E., & Naba, M. M. (2013). Consumers' Perceptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia. *Asian Journal of Business and Management Sciences Vol. 2 No. 8*, 73-90.

- Jin, B., & Yong, G. S. (2005). Integrating Effect of Consumer Perception Factors in Predicting Private Brand Purchase in a Korean Discount Store Context. *Journal of Consumer Marketing* 22(2), 62-71.
- Jones, K., & Leonard, L. N. (2008). Trust in consumer-to-consumer electronic commerce. *Information & Management* 45 , 88-95.
- Jothi, P. S., Neelamalar, M., & Prasad, R. S. (2011). Analysis of Social Networking Sites: A Study on Effective Communication Strategy in Developing Brand Communication. *Journal of Media and Communication Studies Vol. 3(7)*, 234-242.
- Kaplan, A. M., & Haenlein, M. (2009). The Fairyland of Second Life: Virtual Social Worlds and How to Use Them. *Business Horizons* 52, 563-572.
- Kartajaya, H. (2010). *Brand Operation The Official MIM Academy Course Book*. Jakarta: Erlangga.
- Keller, K. L. (2001). Building Customer-based Brand Equity A Blueprint for Creating Strong Brands. *Marketing management. Vol. 10(2)*, 14-19.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity Fourth Edition*. Essex, London: Pearson Education.
- Kemp, S. (2016, January 27). *Special report Digitals in 2016*. Retrieved from We Are Social: <http://wearesocial.com/uk/special-reports/digital-in-2016>
- Khan, N., Rahmani, S. H., Hoe, H. Y., & Chen, T. B. (2015). Causal Relationships among Dimensions of Consumer-Based Brand Equity and Purchase Intention: Fashion Industry.

International Journal of Business and Management; Vol. 10, No. 1, 172 - 181.

- Konecnik, M., & Gartner, W. C. (2007). Customer-based Brand Equity for a Destination. *Annals of Tourism Research, Vol. 34, No. 2, 400-421.*
- Kotler, P. T. (2005). *Manajemen Pemasaran, Jilid 1 dan 2.* Jakarta: Indeks Kelompok Gramedia.
- Kotler, P. T., & Armstrong, G. M. (2010). *Principles of Marketing 13th edition.* Upper Saddle River, New Jersey: Prentice Hall.
- Kotler, P. T., & Keller, K. L. (2012). *Marketing Management, 14th Edition.* Upper Saddle River, New Jersey: Prentice Hall.
- Kozinets, R. V., Valck, K. d., Wojnicki, A. C., & Wilner, S. J. (2010). Networked Narratives: Understanding Wordof-Mouth Marketing in Online Communities. *Journal of Marketing Vol. 74, 71-89.*
- Kucuk, S. U., & Krishnamurthy, S. (2007). An Analysis of Consumer Power on the Internet. *Technovation 27(1), 47-56.*
- Lang, B. (2010, September 20). *The Wrap.* Retrieved from [www.thewrap.com: http://www.thewrap.com/people-spend-more-12-day-consuming-media-study-finds-21005/](http://www.thewrap.com/people-spend-more-12-day-consuming-media-study-finds-21005/)
- Lawrence, Z. (2016). *Snapchat and Instagram usage doubles in Indonesia as people migrate onto photo-sharing platforms.* Retrieved from TNS Global: <http://www.tnsglobal.com/asia-pacific/intelligence-applied/snapchat-and-instagram-usage-doubles-indonesia-people-migrate-photo-sharing>

- Lee, M. K., & Turban, E. (2001). A Trust Model for Consumer Internet Shopping. *International Journal of Electronic Commerce, Vol. 6, No. 1*, 75-91.
- Lin, L. Y., & Lu, C. Y. (2010). The Influence of Corporate Image, Relationship Marketing, and Trust on Purchase Intention: The Moderating Effects of Word-of-Mouth". *Tourism Review, Vol. 65 Iss 3* , 16-34.
- Liu, F., Dixon, M., & Murphy, J. (2002). Exploring Online Buying and Online Trust in China. *Asia Pacific Advances in Consumer Research Volume 5*, 336-42.
- Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness Effects on Consumer Decision. *Journal of Business Research 48*, 5–15.
- Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Riaz, U., Hassan, N. u., Mustafa, M., & Shahbaz, S. (2013). Importance of Brand Awareness and Brand Loyalty in Assessing Purchase Intentions of Consumer. *International Journal of Business and Social Science Vol. 4 No. 5*, 167-171.
- Mangold, W. G., & Faulds, D. J. (2009). Social Media: The New Hybrid Element of the Promotion Mix. *Business Horizons 52*, 357-365.
- Mayer, R. C., Davis, J. H., & Schoor, F. D. (1995). An Integrative Model of Organizational Trust. *The Academy of Management Review, Vol. 20, No. 3*, 709-734.
- Mersey, R., Malthouse, E., & Calder, B. (2010). Engagement with Online Media. *Journal of Media Business Studies, 7(2)*, 39-56.
- Mohmed, A. S., Azizan, N. B., & Jali, M. Z. (2013). The Impact of Trust and Past Experience on Intention to Purchase in E-

Commerce. *International Journal of Engineering Research and Development Volume 7, Issue 10* , 28-35.

Otugo, N. E., Uzuegbunam, C. E., & Obikeze, C. O. (2015). Social Media Advertising/Marketing: A Study of Awareness, Attitude and Responsiveness by Nigerian Youths., (pp. 435-451). Dubai.

Paliszkiwicz, J., & Klepacki , B. (2013). Tools of Building Customer Trust. *Active Citizenship by Knowledge Management & Innovation: Proceedings of the Management, Knowledge and Learning International Conference* (pp. 1287-1294). Zadar, Croatia: Make Learn.

Perera, W., & Dissanayake, D. (2013). The Impact Of Brand Awareness, Brand Association And Brand Perceived Quality On Female Consumers' Purchase Decision Of Foreign Makeup Products. *International Conference on Business & Information 2013* . Sri Lanka: University of Kelaniya.

Pookulangara, S., & Koesler, K. (2011). Cultural Influence on Consumers' Usage of Social Networks and its' Impact on Online Purchase Intentions. *Journal of Retailing and Consumer Services* 18, 348–354.

Reichheld, F. F., & Schefter, P. (2000). *E-Loyalty: Your Secret Weapon on the Web*. Cambridge, Massachusetts: Harvard Business School Press.

Rousseau, D. M., Sitkin, S., Burt, R. S., & Camerer, C. F. (1998). Not So Different After All: A Cross-discipline View of Trust. *The Academy of Management Review* 23(3), 393-404.

Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research Methods for Business Students 6th Edition*. Essex, London: Pearson Education Limited.

- Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer Behavior, 8th*. Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Schlosser, A. E. (2005). Posting versus Lurking: Communicating in a Multiple Audience Context. *Journal of Consumer Research, Vol. 32, No. 2*, 260-265.
- Sekaran, U. (2006). *Metodologi Penelitian untuk Bisnis, Edisi 4, Buku 1*. Jakarta: Salemba Empat.
- Sekaran, U. (2006). *Metodologi Penelitian untuk Bisnis, Edisi 4, Buku 1*. Jakarta: Salemba Empat.
- Setiadi, N. J. (2003). *Prilaku Konsumen dan Implikasi untuk Strategi dan Penelitian Pemasaran Cetakan Pertama*. Jakarta: Prenada Media.
- Shimp, T. A. (2010). *Integrated Marketing Communication in*. Mason, Ohio: Cengage Learning.
- Shin, D. H. (2008). Understanding purchasing behaviors in a Virtual economy: Consumer behavior involving virtual currency in Web 2.0 communities. *Interacting with Computers 20*, 433-446.
- Sin, S. S., Nor, K. M., & Al-Agaga, A. M. (2012). Factors Affecting Malaysian young consumers' online. *Procedia - Social and Behavioral Sciences 40*, 326–333.
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer Trust, Value, and Loyalty in Relational Exchanges. *Journal of Marketing Vol. 66*, 15-37.
- Soehartono, I. (2011). *Metode Penelitian Sosial Suatu Teknik Penelitian Bidang Kesejahteraan Sosial dan Ilmu Sosial Lainnya*. Bandung: PT Remaja Rosdakarya Bandung.

- Solis, B. (2010). *Engage! The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web*. Hoboken, New Jersey: John Wiley & Sons.
- Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. K. (2010). *Consumer Behavior: Buying: A European Perspective. 4rd edition*. Harlow, United Kingdom: Financial Times Prentice Hall.
- Supriyanto. (2009). *Metodologi Riset Bisnis*. Jakarta: PT Indeks.
- Syamsuddin. (2005). *Matematika SMK 3 Kelompok Bisnis dan Manajemen untuk Kelas 3*. Jakarta: PT Grasindo.
- Tuten, T. L. (2008). *Advertisign 2.0*. Westport, Connecticut: Praeger Publisher.
- Wang, C., Zhang, P., Choi, R., & D'Eredita, M. (2002). Understanding Consumer Attitude Towards Advertising. *Eighth Americas Conference on Information Systems*, 1143-1148.
- Weber, L. (2009). *Marketing to the Social Web: How Digital Customer Communities Build Your Business*. Hoboken, New Jersey: John Wiley & Sons.
- Weinberg, T. (2009). *The New Community Rules: Marketing on the Social Web*. Sebastopol, California: O'Reilly Media Inc.
- Williams, R., & Cothrel, J. (2000). Four Smart Ways to Run Online Communities. *Sloan Management Review*, Vol. 41, No. 4. (2000), pp. 81-91 Key: citeulike:2878796, 81-91.
- Xia, L., & Sudharshan, D. (2002). Effects of Interruptions on Consumer Online Decision Processes. *Journal of Consumer Psychology*, 12(3), 265-280.

Yoo, B., Donthu, N., & Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science* Volume 28, No. 2, 195-211.

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality and Value: a Means-end Model and Synthesis of Evidence. *Journal of Marketing* 52 (3), 2-22.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2009). *Business Research Methods*. Boston, Massachusetts: South-Western Cengage Learning.