

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1. Conclusion**

This study examined the Impact of Marketing Mix Strategy on Repurchase Intention Through Brand Loyalty in McDonald's Surabaya. Based on the results of research and discussion by using Structural Equation Modelling (SEM), then the conclusion can be drawn as follows :

1. Product have positive and significant impact on Brand Loyalty. So, the first hypotheses which states that Product have positive and significant impact on brand loyalty is accepted. This indicate if build product to be better in both quality and give more variance would hold old consumers' loyalty and increase new awareness from new customer to make them more loyal to the product
  
2. Price have positive and significant impact on Brand Loyalty. So, the second hypotheses which state that Price have positive and significant impact on Brand Loyalty is accepted. This indicate if giving the right price for the product would make customer feel their choice is right to loyal to the brand and would exchange for several money to obtain the product.
  
3. Promotion have positive and significant impact on Brand Loyalty. So, the third hypotheses which state that Promotion have positive and significant impact on Brand Loyalty is accepted. This indicate if promotion should be attractive and also can be understood by

viewer. It would attract more people and also can keep old customers' loyalty to the brand because of the feel satisfied by looking an attractive promotion.

4. Place have positive and significant impact on Brand Loyalty. So, the fourth hypotheses which state that Place have positive and significant impact on Brand Loyalty is accepted. This indicate if choosing the right and strategic place would make more people to loyal to the brand and also indicate to ease to obtain the product would make people feel loyal to the brand because customer feel like the store pay attention to them.
5. Brand Loyalty have positive and significant impact on Repurchase Intention. So, the fifth hypotheses which state that Brand Loyalty have positive and significant impact on Repurchase intention is accepted. This indicate if increasing in brand loyalty would customers' intention to do repurchase in the future.

## **5.2. Suggestion**

Based on the conclusions that have been put forward several recommendations can be given in the form of suggestions that can be taken into consideration for McDonald's in Surabaya :

### **5.2.1. Academic Suggestion**

This object on McDonald's in Surabaya used in this study focused on respondents who have purchased and consumed product in Surabaya for more than 2 times, so the result of McDonald's is open. This provides opportunities for advanced study to conduct further research for the impact on marketing mix on repurchase intention through brand loyalty in other fast food restaurant or restaurant and can be used also for research for other company.

Second suggestion is change the brand loyalty variable with brand awareness for food product or fast-pace product and also improve the indicators for repurchase indicator which can make the research's outcome more better.

### **5.2.2. Practical Suggestion**

As the result of this research product, price, promotion, and place as marketing mix variables have positive impact on brand loyalty and brand loyalty also have positive impact on repurchase intention. This suggestion is make for McDonald's to choose as an option to build McDonald's marketing mix by improving product, price, promotion and place to make people more loyal to the brand and change customer intention to switch to other brand and lead customer repurchase intention to buy products with the same brand in the future. The lowest mean on variable Product is "McDonald's have many variety of products" and the lowest mean on variable Promotion is "McDonald's have promotion that can be understood"

because of that the suggestion is have been made in order to improve both variable. The activities that can improve Product and Promotion are as follows:

1. Increase the variety of the product to get more attention from customer, and also with flavor that can be match with both new and old customer, so it will hold loyal customer while getting new customers. Nowadays, customer feel so saturated with the same variance of product, so make a new product would make their loyalty to the product increasing and greatly boost the sales.
2. Explain more about the message in promotion, so it can be delivered and understood by all ages with clear message, what product have been offered and anything else. Promotion is a tool to attract more customer and also promote a new product to old customers', make customer understand the message that been delivered will increasing customers' awareness and knowledge about the product and also it would be good for company because it will hold customers' loyalty because customers' feel they can buy a new things and not same product.

### **5.3. Limitation**

This research have limitation, such as marketing mix (product, price, promotion, and place) can impact on repurchase intention without brand loyalty as mediation. So, for further study can make research with marketing mix (product, price, promotion, and place) impact on repurchase intention with or without brand loyalty as mediation and also place the brand loyalty variable before repurchase intention.

## REFERENCE

- Abubakar, H. S. 2014. Analysis of Factors Affecting Brand Loyalty of Product among Consumers in Nigeria. *Developing Country Study*, Vol.4, No.6, pp.50-54.
- Akkucuk, U., 2016. The Impact of Brands on Consumer Buying Behavior: An Empirical Study on Smartphone Buyers. *Research in Business & Social Science*, pp.01-16.
- Amini, A. 2012. Effectiveness of Marketing Strategies and Corporate Image on Brand Equity as Sustainable Competitive Advantage. *Interdisciplinary Journal of Contemporary Research in Business*, Vol.4, No.2, pp.192-205
- Banarjee, S. 2014. Brand Loyalty Influencing Consumer Buying Behavior. *Eduved Gobar Management Research*, Vol.1, Issue.1, pp.22-26
- Bhasin, H. 2017. *Marketing Mix of McDonalds*. Not Plagiarism Access on, April 17, 2017. <http://www.marketing91.com/marketing-mix-mcdonalds/>.
- Brown, G. T. 2004. Accuracy in the scoring of writing: Studies of reliability and validity using a New Zealand writing assessment system. *Assesing Writing* 9, pp.105-121.
- Cohen, H. 2011. *72 Marketing Definition*. Not Plagiarism. Access on April 5. 2017. <http://heidicohen.com/marketing-definition/>.
- Cretu, A. E. & Brodie, R. J. 2007. The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, Vol. 36, Issue.2, pp.230-240.

- De Mooij, M., & Hofstede, G., 2010, The Hofstede Model: Applications to global and advertising strategy and research. *International Journal of Advertising* 29, pp.85-110.
- Dudovskiy, J. 2013. *Consumer Buying Behavior Definition*. Not Plagiarism, Access on April 27, 2017. <http://researchmethodology.net/consumer-buyer-behaviour-definition/>
- Durianto, Darmadi, Sugiarto, & Sijintak, T. 2001. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.
- Ekerete, P. 2001. The Effect of Culture on Marketing Strategies of Multinational Firms: A Survey of Selected Multinational Corporation in Nigeria. *African Study Monographs* 22, pp. 93-101.
- El-Buy. S. 2013. *Marketing Presentation -Consumer Buying Behavior (McDonald's)*. Not Plagiarism, Access on March 14, 2017. <https://prezi.com/afutrmjiteho/marketingpresen-tation-consumer-buying-behavior-mcdonalds/>
- Fahlevi, M. 2015. Analisis Marketing Mix Dalam Meningkatkan Penjualan Produk Mirai Ocha. *Dissertation not published*. Medan; University of Sumatera Utara.
- Ferdinand, A. 2002. *Structural Equation Modeling dalam Penelitian Manajemen Aplikasi Model- Model Rumit dalam Penelitian untuk Tesis Magister dan Disertasi Doktor*. Semarang: Universitas Diponegoro.
- Friel, D. 2017. *Marketing Mix, Definition & Overview*. Not Plagiarism. Access on April 25, 2017. <http://entrepreneurhandbook.co.uk/marketing-mix-definition-overview/>.

- George, J. 2014. *For True Brand Loyalty, Build Contextual Marketing Strategy into Your Brand*. Not Plagiarism. Access on March 14, 2017, <http://www.marketingprofs.com/articles/2014/24738/for-true-brand-loyalty-build-contextual-marketing-strategy-into-your-brand-part-1>.
- Ghemawat, P., & Reiche, S. 2011. *National Cultural Differences and Multinational Business*. Not Plagiarism. Access on March 27, 2017, <http://www.aacsb.edu/-/media/aacsb/publications/cds%20and%20dvds/globe/readings/national-cultural-differences-and-multinationalbusiness.ashx?la=en>.
- Greek, 2011. *U2 Marketing Mix*. Not Plagiarism. Access on 14 April, 2017. <https://www.allbestessays.com/Business/U2-Marketing-Mix/16377.html>.
- Gurau, C. 2012. A life- stage analysis of consumer loyalty profile: comparing Generation X and Millennial consumers. *Journal of Consumer Marketing*. Vol.29, Issue.2, pp.103-113.
- Haliem, L. 2017. Pengaruh Brand Loyalty, Brand Image, Perceived Fit terhadap attitude toward brand parent melalui attitude toward brand extension pada produk pepsodent di Surabaya, *Dissertation not published*, Surabaya: Bachelor Program Widya Mandala University
- Hameed, F. 2013. The Effect of Advertising Spending on Brand Loyalty Mediated by Store Image, Perceived Quality and Customer Satisfaction: A Case of Hypermarkets. *Asian Journal of Business Management*, Vol.5, Issue.1, pp. 181-192.
- Hendrajati, A. 2016. Pengaruh Brand Identity Terhadap Brand Loyalty Melalui Brand Image dan Brand Trust Yamaha. *Dissertation not published*, Yogyakarta: Bachelor Program Universitas Negeri Yogyakarta.

- Hellier, P. 2003. Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing*, Vol.37, No.11-12, pp.1762-1800.
- Herrmann, A. & Heitmann, M. 2006. Providing more or providing less? *International Marketing Review*, Vol.23, Issues.1, pp. 7-25.
- Iqbal, U. 2013. Determinants Uncovering the Brand Loyalty: A Signaling Effect of Price on Quality Perception. *Journal of Basic and Applied Scientific Research* 3, Page. 212-221.
- Jones, A. 2014. Must-Know: McDonalds. Not Plagiarism. Access on April 21, 2017. <http://marketrealist.com/2014/07/must-know-mcdonalds-supply-chain/>.
- Kim, J.-H., & Hyung, Y. J. 2011. A model to investigate the influence of marketing mix efforts and corporate image on brand equity in IT Software Sector. *Industrial Marketing Management*, Vol. 40. Issue.3. pp.424-438.
- Koapaha, J. D., & Tumiwa, J., 2016. The Effect of Brand Equity on Consumer Buying Behavior in Starbucks Manado Town Square. *Jurnal EMBA*, Vol.4, No.1, pp.1178-1188.
- Kocuglu, C., 2015. The Effect of Brand Loyalty on the Consumer Buying Behavior: The Example of Perfume in the Province of Ankara. *International Journal of Humanities and Management Sciences*, Vol.3, Issue.5, pp.316-323.
- Kotler, P., & Armstrong, G., 2012. *Principles of Marketing (15<sup>th</sup>ed)*. Upper Saddle River, NJ: Pearson Education, Inc.
- Kotler, P., & Keller, K., 2011. *Marketing Management (14<sup>th</sup> Edition)*. London: Pearson Education.

- Kuntjara. 2007. Analisis Faktor-Faktor yang Mempengaruhi Minat Beli Konsumen. *Dissertation not published*. Semarang: Postgraduate program University of Diponegoro.
- Lashley, C., 2006. *Consumer Decision Making*. Amsterdam, Netherland: Elsevier Inc.
- Lay, R.C., 2016. Influence of Assurance, Price Responsiveness & Empathy, Meal Pace, and Reliability to Customer Satisfaction Through Customer Loyalty of Japanese Restaurant in Cocari Surabaya. *Dissertation not published*. Surabaya: Bachelor Program Widya Mandala University.
- Levitt, T., 1983. The Globalisation of Markets. *Harvard Business Review*, Vol. 6, No.3, pp.92
- Li, M. L., & Green, R. (2011). A Mediating Influence on Customer Loyalty: The Role of Perceived Value. *Journal of Management & Marketing Research*, Vol.7, pp.1.
- Lynch, O., 2016. Guinness - Product. Not Plagiarism. Access on April 27, 2017. [Http://guinnessmarketingmix.Blogspot.co.id/2016/11/guinness-vs-whiskey.html](http://guinnessmarketingmix.Blogspot.co.id/2016/11/guinness-vs-whiskey.html).
- Mendez, M. 2015. Sales Promotion and Brand Loyalty: Some Insights. *International Journal of Education and Social Science*, Vol.2, No.1, pp.103-117.
- Mihet, R., 2012. Effect of Culture on Firm Risk-Taking: A Cross Country and Cross-Industry Analysis. *IMF Working Paper* 12, pp.1-49.
- Morgan, N., & Rego, L. L. (2006). The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance. *Marketing Science*, Vol.25, No.5, pp.426-439.

- Murtiningsih, D., 2016. The Effect of Brand Trust and Brand Loyalty (Studies in the University of Budi Luhur Jakarta). *International Journal of Business, Economics and Law*, Vol.11, Issue. 2, pp.57-61.
- Nainggolan, F.C., 2015. Analisis Bauran Pemasaran yang Mempengaruhi Keputusan Debitur Menggunakan Kredit Umum Pedesaan pada PT. Bank Rakyat Indonesia (Persero), TBK Unit Setia Budi Medan. *Dissertation not published*. Medan: Bachelor Program University of Sumatera Utara.
- Oktavita, R., 2013. Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian. *Jurnal Administrasi Bisnis*, Vol.3, No.2, pp.1-8
- Ous, A., 2011. *Definition of Language According to Expert*. Not Plagiarism, Access on April 10, 2017, <http://schoolash.blogspot.co.id/2011/12/definition-language-according-to.html>.
- Pangaribuan, P., 2011, Pengaruh Perceived Quality, Brand Association, dan Brand Loyalty Terhadap Keputusan Pembelian Pasta Gigi Merek Pepsodent Pada Mahasiswa Fakultas Hukum Universitas Sumatera Utara. *Dissertation not published*. Medan: Bachelor Program University of Sumatera Utara.
- Penginapan.net. 2016. *Alamat dan Nomor Telepon Gerai Restoran McD di Kota Surabaya*. Not Plagiarism. Access on February 17, 2017. <https://penginapan.net/alamat-dan-nomortelepon-gerai-restoran-mcd-di-kota-surabaya/>.
- Pourdehghan, A., 2015. The Impact of Marketing Mix Elements on Brand Loyalty: A Case Study of Mobile Phone Industry. *Journal of Marketing and Branding Research* 2, pp.44-63.

- Pradnyaputra, E., 2016. Influence of Brand Association toward brand Loyalty of Weidenmann. *International Conference on Ethics Business, Economic, and Social Science*, pp.246-254.
- Setia, T., 2015. Pengaruh Periklanan, Promosi Penjualan, dan Hubungan Masyarakat Terhadap Keputusan Wisatawan Berwisata di Lembah Hijau Bandar Lampung. *Dissertation not published*. Lampung: Bachelor Program Universitas Lampung.
- Sipatuhar, S., 2011. Analisis Loyalitas Merek Produk Skaters Pada CV. Opyey Production di Bandung. *Dissertation not published*. Bandung: Bachelor Program Universitas Komputer Indonesia.
- Siswoyo, A., 2012. *Pengaruh Bintang Iklan Terhadap Keputusan Pembelian*. Not Plagiarism, Access on 25 March, 2017, <http://andysiswoyo.blogspot.co.id/2012/05/pengaruhbintang-iklan-terhadap.html>.
- Slater, S., & Olson, E. 2001. Marketing's contribution to the implementation of business strategy - An emperical analysis. *Strategic Management Journal* 22, pp.1055-1067.
- Stanton. 2009. Marketing Mix and Management. Not Plagiarism, Access on March 15, 2017. <http://marketinghrdpresentation.com/apps25/2009/08/30/marketing-mix-and-marketing-management/>
- Surabaya Government. 2015. *Kecamatan*. Surabaya Government provinces East Java.
- Suthar, B. K. 2014. Impacts of Marketing Mix and Customer Perception on Brand Loyalty. *Global Journal of Finance and Management*, Vol.6, No.7, pp. 619-636.

- Sudartik. 2009. Pengaruh Kualitas Pelayanan dan Periklanan Terhadap Keputusan Nasabah Dalam Menabung Pada PT. BPR Semarang Margatama Gunadana. *Dissertation not published*. Semarang: Bachelor Program Universitas Negeri Semarang.
- Susilawati, T., 2012. Pengaruh Merek dan Iklan Terhadap Perilaku Konsumen. *Proposal*. Indramayu: Bachelor Program Universitas Wiralora.
- Syed, Saleem, & Ajmal. 2015. Impact of Brand Loyalty on Consumer Buying Behavior. *2nd International Conferences on Emerging Issues in Management and Economic*, pp.58-68.
- Tjiptono, F. 2008. *Strategi Pemasaran Edisi 3*. Yogyakarta: ANDI.
- Widyatama, R., 2007. *Pengantar Periklanan*. Yogyakarta: Pustaka Book Publisher.