

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.

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