

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the result of research and discussion about the effect of individual-antecedents toward brand loyalty mediation by community engagement and brand engagement in ERCI Chapter Surabaya Facebook community page, with using Structural Equation Modelling (SEM) with LISREL program, then the conclusion can be concluded as follows:

Online Interaction Propensity gives positive effect and significant on Community Engagement. The respondents' response on online interaction propensity determines the community engagement in ERCI community. The higher level of interaction a consumer has, the higher their engagement in a community because it what makes consumers active in a community.

Attitude Toward Participation gives positive effect and significant on Community Engagement. The respondents' response on attitude toward participation determines the community engagement in ERCI community. Consumers with high level of participation determines their engagement in a community because they are being active to participate in a discussion and this shows their level of engagement.

Product Involvement gives positive effect and significant on Community Engagement. The respondents' response on product involvement determines the community engagement in ERCI community. Consumers who already have good involvement toward a product will shows their activeness in a community to interact with others in sharing their ideas or information, this shows their level of engagement in a community.

Community Engagement gives positive effect and significant on Brand Engagement. The respondents' response on community engagement determines the brand engagement of Suzuki Ertiga. Consumers who have high level of community

engagement shows their high level of brand engagement because they are being active in a community in sharing information related to the brand.

Brand Engagement gives positive effect and significant on Brand Loyalty. The respondents' response on brand engagement determines the brand loyalty of Suzuki Ertiga. Consumers with high level of brand engagement is more likely to determine their loyalty to a brand because they tend to do repurchase or rebuy that brand.

5.2 Limitation of The Research

Limitation of this research is the number of samples, where it should be at least 195 samples based on the formulation in determining number of samples, but in fact author can only get 158 respondents due to lack of active participation from research object community, which in this research is sample of ERCI member in Facebook community page. Another limitation is the result for multivariate normality test is not normal or the data as a whole is not distributed normally. This makes next researcher who intended to do similar study to be more aware since this research is not distributed normally.

5.3 Suggestion

Based on the conclusion above, there are several recommendations that can be taken into consideration in the form of suggestions for further study, ERCI Chapter Surabaya, and Suzuki Ertiga as follows:

5.3.1 Suggestion for Academic

This research can be used for further study who intended to do similar study especially for brand community as the object, with better result. Next researcher may also try to change or add variables for both independent or dependent variable, or may develop more explanations and theories for online interaction propensity, attitude toward participation, product involvement, community engagement, brand engagement and brand loyalty. It is also advisable for further study to find brand

community with quite lots of active members to ease fulfil the sample target, to get better result and better explanation.

5.3.2 Suggestion for Practical

There are several suggestions for both Ertiga Club Indonesia (ERCI) Chapter Surabaya and Suzuki Ertiga as the brand, as follows:

For ERCI Chapter Surabaya community, it would be beneficial for them to attract more consumers of Suzuki Ertiga to be their member, if they periodically hold event that gather all the Ertiga consumers, not just for their member, but those who haven't join their community. ERCI members may also participate in car exhibition to promote and persuade others to join their community, where they offer these future members what activities they will participate in if they join ERCI community, such as touring activities, gathering activities, and many more.

ERCI community is an official community from Suzuki Ertiga. Through this community, it can help Suzuki Ertiga to build brand awareness, where this community can attract people to buy Suzuki Ertiga. Suzuki Ertiga can share good experiences from ERCI community about Ertiga, such as what they really like about Ertiga, what makes Ertiga better than other brands, does Ertiga really has good specifications, etc. Suzuki Ertiga can share these experiences through their social media, such as their Instagram, Facebook, advertisement on TV, and their official website, where these platforms are used quite a lot by people to find information.

Other suggestion is, Suzuki Ertiga can maintain good loyalty from its consumers by taking feedback from the community of Ertiga which is Ertiga Club Indonesia itself, to better understand what should be improved for next production of Ertiga and so, Suzuki can maintain the loyalty of their consumer or even get more consumers who haven't use Ertiga yet, since according to the research results of descriptive statistic of brand loyalty, it shows the lowest score compared to other variables. Therefore, Suzuki Ertiga should increase more their consumer's loyalty.

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