

## CHAPTER 5

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

This research about the influence of brand awareness, brand image, brand trust and product quality on brand loyalty of Uniqlo with a moderation of variety seeking. Based on the results of testing the hypotheses and discussion in the previous chapter, the conclusions are concluded as follows:

1. Product quality are proven to be affecting the brand loyalty insignificantly on Uniqlo, meaning that product quality has a strong influence on consumer perceptions of Uniqlo product quality. The good quality of products from Uniqlo is shown in the comfort in clothing, the material is safe and durable. So that it will be easier to increase brand loyalty.
2. Brand image are proven to be affecting the brand loyalty significantly on Uniqlo, which means brand image can be used to measure the strength of the benefits offered by brands, which eventually measure how valuable the product. The higher of brand image in the product, the more it will be remembered by the consumer and the loyalty towards the brand.
3. Brand trust are proven to be affecting the brand loyalty insignificantly, meaning that the trust given to consumers has not met the target consumers expect, such as consumers are still not sure whether the clothing products they buy at Uniqlo are really for a need or just as an action hedonic or desire alone regardless of the function of the clothing.
4. Brand awareness are proven to be affecting the brand loyalty significantly on Uniqlo, which mean brand awareness has a strong effect on consumer memory to make the buyer decision. Higher of brand awareness is shown by customers can recognize and recall the brand logo well. So, it will increase brand loyalty.
5. Variety seeking are proven to be affecting insignificantly on the relationship between product quality and brand loyalty, meaning that Uniqlo offers good quality clothing products so that consumers continue to want to buy Uniqlo products and become loyal to the Uniqlo brand. So in other words, the variety

seeking does not effect for the product quality on brand loyalty to the customers.

6. Variety seeking are proven to be affecting insignificantly on the relationship between brand image and brand loyalty, meaning that the public already has a good impression of Uniqlo and the Uniqlo brand image is well known in the eyes of consumers and real quality products have been proven by Uniqlo so it's no wonder Uniqlo can affect the brand loyalty of customers.
7. Variety seeking are proven to be affecting insignificantly on the relationship between brand trust and brand loyalty, meaning that customers trust the quality of Uniqlo even though consumers do not understand whether the clothes they buy really suit their needs or not. But variety seeking does not not effect for brand trust on brand loyalty to the customers.
8. Brand awareness are proven to be affecting the brand loyalty significantly on Uniqlo, which mean brand awareness has a strong effect on consumer memory to make the buyer decision. Higher of brand awareness is shown by customers can recognize and recall the brand logo well. So, it will increase brand loyalty.

## **5.2 Limitations**

In this study, the researcher faced several limitations which can affect the conditions of the research conducted. The limitations include:

1. Due to the limited time taken, and the Corona pandemic, there has been a change in the search for respondents in this study, the researcher faced several limitations which the due to the limited time, and the existence of the Corona pandemic so that there was a change in looking for respondents that should direct distributed directly. So it could not, so researchers replaced them by conducting online questionnaires. Thus, researchers cannot directly monitor whether they (respondents) are really consumers who have bought Uniqlo products or not.

2. There are several variables that have the possibility to influence Uniqlo customer loyalty that have not been discussed in this study such as: Promotion, Customer value and customer relationships.
3. The questions from the Variety seeking indicator are not good, so that the results of the research are not as expected while. Therefore, it is necessary to research more for future researchers when making indicators into questions.

### **5.3 Suggestions**

Based on the conclusion above the researcher will give some suggestions or recommendations that can be taken into considerations as follows:

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

For further research, it is suggested to further increase the existing variables and also provide many variations of the variables that need to be studied, besides paying more attention to input from consumers and reading more journals to further broaden the insight of the researchers.

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

1. From the conclusions of the research results that indicate a positive and significant influence between brand awareness on Uniqlo brand loyalty, it can be suggested that the company continues to strive to increase awareness of the Uniqlo brand in the minds of consumers and potential consumers by utilizing a variety of media both electronic and non-electronic. Uniqlo must maintain creative and informative advertisements on social media such as Instagram and Youtube that provide honest information and in accordance with product specifications, continue to regularly open bazaars in malls in Indonesia, and hold events that attract the attention of the public. The point is to be able to maintain the quality of the company.
2. Based on the conclusions of the research results that show a positive and significant influence between brand image and brand loyalty at Uniqlo, it is

advisable for the company to maintain a good brand image and continue to improve product quality and service performance from Uniqlo such as bringing in well-known artist influencers. In addition, there is a need for innovation that is always presented to continue to captivate the hearts of customers.

3. Based on the conclusions from the research results that show a positive and significant influence between product quality on brand loyalty at Uniqlo, it is recommended that companies pay attention to and maintain consistency in product quality, develop technology and design, employ reliable people to support quality improvement. products and services to encourage consumers to be loyal.
4. It is recommended that Uniqlo companies continue to produce and launch various types of clothing product variants, so that they can seize a very wide market and enter all market segments from the lower class to the upper class and all generations or ages can use them.

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