

## **CHAPTER V**

### **CONCLUSION, IMPLICATION, AND LIMITATION**

#### **A. Conclusion**

Following the results of the survey conducted, the survey concluded that :

1. Trust has negative effect on consumer engagement.
2. Commitment has a positive effect on consumer engagement.
3. Brand personality has positive effect on consumer engagement.
4. Consumer engagement has positive effect on brand loyalty.
5. Trust has negative effect on brand loyalty.
6. Commitment has positive effect on brand loyalty.
7. Brand personality has positive effect on brand loyalty.
8. Consumer engagement has negative effect on mediating the relationship between trust on brand loyalty.
9. Consumer engagement has positive effect on mediating the relationship between commitment on brand loyalty.
10. Consumer engagement has positive effect on mediating the relationship between brand personality on brand loyalty.

## **B. implication**

### **1. Theoritical Implication**

In this study, it was found that trust had negative effect on brand loyalty. So that further research needs to re-test the relationship between the two variables.

In this study, it was found that there was a negative effect between trust and consumer engagement, so that further research needs to re-examine the relationship between the two variables.

In this study, a negative effect was found between consumer engagement on mediating the relationship between trust on brand loyalty, so that further research needs to re-examine the relationship between these three variables with change the trust variables become viral marketing or digital marketing.

In addition, further research needs to examine more deeply by changing the trust variable to soft content marketing or making the soft content marketing variable as a moderating variable. Focus on only 1 Instagram store account.

Future research should use Instagram as a tool to increase engagement and traffic, not for buying and selling. because, on Instagram there is no transparent system in payment and delivery.

This research expected to be used as review and insight for Instagram store in term of trust, commitment, brand personality, consumer engagement and brand loyalty to study these specifically four variables to seek into the achievement and improvement instagram store or online store.

consumer engagement as a mediating variable based on dimensions such as cognitive dimensions, emotional dimensions and behavioral dimensions. Brodir., (2011).

### **2. Managerial Implication**

Instagram store have to maintain their trust with pay for the services of people who have many followers and are experts in the field of engagement with products on the Instagram store. Trust in the Instagram store is still not reliable for

its role in the buying and selling process because the customer cannot track where the goods have reached, this takes some time for a customer to believe until finally they can buy comfortably on Instagram.

Instagram store have to commitment when sending goods according to the description, then when serving consumers well, for example, informing about products in detail, answering questions from consumers quickly and friendly, sending goods on time, sending goods according to the description on Instagram. Customer commitment at the Instagram store requires several stages and a fairly long period of time for the customer to accept and believe in the Instagram store he follows.

Instagram store also has to improve their brand personality because Based off the Indonesian costumer they suggest that instagram store is similar with other online store that has offered more the uniqueness and advantages of each. And Instagram store personality is comes from the ability to be relied on and trusted by customers also full of enthusiasm and high imagination in making differences and innovations. Brand personality in the Instagram store is one of the important variables to grow the customer's emotionality to participate in interacting with the Instagram store that he/she participates in. Customers need some time to make sure the Instagram store they follow is what they like.

Consumer engagement in the Instagram store also has an important role in the linkage of variables that can help increase customer loyalty. If the Instagram store in selling its products is in accordance with the detailed description, maintains trust with consumers properly and correctly, has uniqueness and innovation that makes consumers enthusiastic about this Instagram store, it will create brand loyalty that we can maintain for a long time. Consumer engagement on the Instagram store also requires a fairly long period of time to be able to engage with the Instagram store, as long as both parties benefit from each other and nothing is harmed, then engagement will continue, even to the loyalty stage.

Brand loyalty in the Instagram store is the last point that Instagram store owners can do to maintain various beliefs, commitments and personalities that make consumers engage and become loyal to the stage where customers are

interested in calling to action for the products/services provided in the Instagram store.

### **C. Limitation**

1. Some respondent may have quite difficulty in understand the questionnaire's questions.
2. Some respondents may only buy the product just once on the instagram store so it's hard to measure loyalty.
3. some respondents find it difficult to understand the personality of the instagram store.

