

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the research results that have been described, the following conclusions can be drawn:

1. The involvement of consumer brands has a positive and significant effect on the decision to donate at Kitabisa.com. The involvement of consumer brands can influence 27% of donation decisions and the remaining 73% is influenced by other factors/variables.
2. The self-branding connection has a positive and significant effect on the decision to donate at Kitabisa.com. The self-branding relationship can influence 27% of the decision to donate and the remaining 73% is influenced by other factors/variables.
3. Consumer brand engagement has a positive and significant effect on the Kitabisa.com self-brand connection. The involvement of consumer brands can affect 6.4% of self-brand connection and the remaining 93.6% is influenced by other factors/variables.
4. Self-brand connection plays a role in mediating the influence of consumer brand involvement on the decision to donate at Kitabisa.com.

B. Implication

From the description of the conclusions above, the author proposes several implications for various parties, namely as follows:

1. Theoretical Implication

The theoretical implications of this research are intended for future researchers who can add to and develop this research by examining variables or other factors that can increase or influence the decision to donate and choose more detailed indicators of each variable, such as ease of donating, brand quality, brand knowledge, brand trust, and brand involvement in increasing one's decision to donate on sharing platforms such as Kitabisa.com.

2. Managerial Implication

- a. To increase consumer brand engagement, Kitabisa.com must approach potential donors by actively responding to questions from potential donors on their digital platforms, such as Instagram, Twitter, Facebook or the official website of Kitabisa.com. In addition, Kitabisa.com must also collect feedback from someone who has donated money using the Kitabisa.com platform, to build public confidence that Kitabisa.com is a credible sharing platform.
- b. To increase self-branding connections, Kitabisa.com must be able to build a positive image by providing fast and informative responses related to questions posed by potential donors, this can build a good and trusted brand image.

- c. To increase the decision to donate through Kitabisa.com, Kitabisa.com must be able to increase consumer brand engagement and self-branding connections by considering other factors such as the ease of donating, brand quality, brand knowledge, brand trust, and brand involvement.

C. Research Limitations

Obstacles and shortcomings experienced by researchers when conducting research, these deficiencies and obstacles are mainly research limitations with a coefficient of determination (R Square) of 0.064. These results indicate that the consumer brand engagement variable can affect self-brand connection by 6.4% and the remaining 93.6% is influenced by other factors/variables, for example independent variables such as: followership, brand image, motivational factors, hygiene factors, brand awareness, customer involvement, information disclosure, emotional bond, religious knowledge and project quality as well as mediating variables that can mediate consumer brand involvement in donating decisions such as: perceived counterfeit detection, emotional attachment, and conspicuous consumption used by previous researchers.