

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

Based on the results of the discussion in the previous chapter, the researcher formulates the following conclusions:

1. Value congruity has a positive effect on brand loyalty of Tiket.com application users
2. Value congruity has a positive effect on the affective brand commitment of Tiket.com application users
3. Value congruity has a positive effect on the consumers brand identification of Tiket.com application users
4. Affective brand commitment has a positive effect on brand loyalty of Tiket.com application users
5. Consumers brand identification has no effect on brand loyalty of Tiket.com application users
6. Affective brand commitment mediates the effect of value congruity on brand loyalty of Tiket.com application users
7. Consumers brand identification does not mediate the effect of value congruity on brand loyalty of Tiket.com application users

## B. Implication

As an experiential research, the results of this research can be used by Tiket.com as a consideration in improving marketing strategies, as follows:

### 1. Managerial Implication

- a. Based on the results in this study, value congruity has a strong influence on brand loyalty when using tiket.com. This can be done by tiket.com by maintaining the quality of existing values such as the tagline “*Mau ke mana? Semua ada tiketnya*” and adding innovation according to existing trends to attract and retain customers. In order to increase value congruity, Tiket.com can also create a wider ticketing service and guarantee more secure online transaction in order to be consistent with their company tagline for the user.
- b. Based on the results of this study, affective brand commitment has a strong influence on brand loyalty when using tiket.com. This is an advantage of tiket.com because consumers have an emotional attachment to tiket.com so it is unlikely that consumers will switch to other online travel agents. Tiket.com can use it to keep their customers from switching to other online travel agents by giving rewards as a form of gratitude for the loyalty of tiket.com users such as price discount, creating special events for loyal user, etc.

### 2. Theoretical Implication

Theoretically, this result provides suggestion for conducting this research as the basis references for further research using the different

variables related to the condition and issues of online ticket agencies in Indonesia such as trust, brand awareness, and customer satisfaction, etc in order to be more in-depth and update to the dynamic development in online business competition.

### **C. Research Limitation**

In this study there are several weaknesses and limitations, although the authors have tried to get perfect results. The limitation in this study is that the questionnaires that have been distributed on a scale throughout Indonesia still get answers from respondents who are dominant from the island of Java, although there are representatives from several other provinces so that there is a lack of variant answers from respondents in this study. To overcome these obstacles, the steps that can be taken by the next researcher are to broaden the range of insights to enrich respondents' answers or can use an online questionnaire distribution platform which is distributed more evenly from every region in Indonesia. In the normality test, it still cannot be fulfilled, and there is still outlier data. For the goodness of fit value, there are still some data that are marginally fit or have not been fulfilled. This is an obstacle for the author in the process of preparing research to be close to perfect, but it does not mean that the results in this study are invalid and unreliable.