

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Conclusions obtained based on the results of research that has been conducted regarding the mediation role of brand experience on self-image congruence, self-brand connection, and e-loyalty Disney+ Hotstar subscribers, it can be concluded that:

1. Self-image congruence has no effect on e-loyalty of Disney+ Hotstar subscribers. This shows that the higher the level of self-image congruence of subscribers, has no impact on e-loyalty.
2. Self-brand connection has a positive effect on e-loyalty of Disney+ Hotstar subscribers. This shows that the higher the level of self-brand connection subscribers, the higher the level of e-loyalty.
3. Self-image congruence has a positive effect on the brand experience of Disney+ Hotstar subscribers. This shows that the higher the level of self-image congruence of subscribers, the impact it will have on improving the brand experience.
4. Self-brand connection has a positive effect on the brand experience of Disney+ Hotstar subscribers. This shows that the higher the level of self-brand connection subscriber, the impact it will have on improving the brand experience.

5. Brand experience has a positive effect on e-loyalty from Disney+ Hotstar subscribers. This shows that the better the brand experience that subscribers feel, the higher the level of e-loyalty.
6. Brand experience does not mediate the effect of self-image congruence on e-loyalty of Disney+ Hotstar subscribers. This shows that the brand experience felt by subscribers does not have an impact on self-image congruence as well as later on e-loyalty.
7. Brand experience mediates the effect of self-brand connection on e-loyalty of Disney+ Hotstar subscribers. This shows that the brand experience felt by subscribers can increase self-brand connections which in turn can increase e-loyalty.

B. Implication

1. Managerial implication

Based on the results and conclusions of the research, the researcher has several suggestions that Disney+ Hotstar can consider in improving marketing strategies, as follows:

- a. Self-brand connection is an important factor that can affect the e-loyalty level of Disney+ Hotstar subscribers. Therefore Disney+ is advised to continue to maintain and improve connections with subscribers. In addition, Disney+ maintains its brand image by continuing to provide quality content so that it remains in line with the subscriber's ideal self-concept.

b. Brand experience is a factor that can affect the level of e-loyalty Disney+ Hotstar subscribers. This research found that a positive brand experience can increase e-loyalty subscribers to Disney+ Hotstar. Good experiences felt by subscribers can create good impressions so as to build interest. Therefore, Disney+ Hotstar is advised to continue updating the user interface (UI), content, and quickly fixing errors or bugs. This is intended to create comfort for subscribers when consuming Disney+ Hotstar content.

2. Theoretical implication

The results of this study are expected to be useful for parties who need or add more literature regarding the self-image congruence, self-brand connection, brand experience, and e-loyalty.

C. Research Limitation

The limitation in this study is that the questionnaires that have been distributed get answers from respondents who are only in Indonesia, considering that Disney+ is a SVOD provider on a global scale. Thus, it is suggested that future research be carried out using a regional scale on different objects and places. In addition, the model in this study is still at the criteria of marginal fit or under good criteria. Thus, in future research it can be improved. The data in this study indicated that not qualify the multivariate outlier test. It is suggested to use direct research questionnaire distribution method which is more affective in future research. So that the answers of the respondents being tested are data that actually represent them. Researchers can change the

research model by adding new variables such as value congruity as the independent variable (Rather et al., 2018) and repurchase intention as the dependent variable (Sahin et al., 2012).

