

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. Self image congruence has a positive effect on self brand connection of customer on kick avenue
2. Self brand connection has positive effect on brand preference of customer on kick avenue
3. Self image congruence has positive effect on brand preference of customer on kick avenue
4. Brand prestige has no effect on brand preference of customer on kick avenue
5. Brand preference has positive effect on purchase decision of customer on kick avenue
6. Self image congruence has positive effect on purchase decision of customer on kick avenue
7. Self brand connection mediates the effect of self image congruence on brand preference of customer on kick avenue
8. Brand preference mediates the effect of self image congruence on purchase decision of customer on kick avenue

Based on conclusion of hypothesis can be formulated conclusion on the research problem, namely: purchase decision is influenced by self-image

congruence and brand preference, while brand preference is influenced by self-brand connection, self-image congruence and brand prestige

B. Implication

1. Managerial Implication

Managerial implications are made in more detail by looking at the indicators used by Kick Avenue as a consideration in improving marketing strategies, as follows:

- a. To improve self-image congruence, Kick Avenue can consider how consumers feel similar to Kick Avenue's image by being consistent with their target market by improving their application that sometimes errors, as well as improving service by customer service that is fast to serve customers.
- b. To increase brand prestige, Kick Avenue can improve the quality of its quality of their service even better quickly in responding to consumers, improving the quality of its products such as ensuring that the products to be sent have been checked first so that the products to be received by consumers are in accordance with what consumers want which will make the quality of Kick Avenue even better.
- c. To increase self-brand connection, Kick Avenue reflects who its consumers are by improving the quality of service, product quality, and most importantly the quality of its application which will make consumers feel a connection with Kick Avenue because consumer convenience is a way to increase sales.

- d. To increase brand preference, Kick Avenue increases willingness by creating attractive marketing content with interesting marketing content that will generate positive comments that will make anyone who sees it become curious to download Kick Avenue as well as increase consumer visits to the Kick Avenue application. Likewise to increase preference for consumers, to prefer Kick Avenue when compared to other applications, such as increasing the quality of the application itself. This will have a positive impact on Kick Avenue because with positive reviews, potential customers will believe the superiority of Kick Avenue when compared to others, which will make them choose to buy on Kick Avenue.
- e. To improve purchase decisions, Kick Avenue can improve the quality of the products it sells so that potential buyers can decide to buy products on Kick Avenue. Kick Avenue should also increase payment options and reduce errors when trying to pay.

2. Theoretical Implication

Theoretically, this result provides suggestion for conducting this research as the basis references for further research it is recommended to add or replace independent variables with brand image, materialism, lifestyle and hedonic, etc in order to be more in-depth and update to the dynamic development in online business competition.

C. Research Limitation

In this study, despite the writers' best efforts to achieve perfection, there are several areas for improvement of flaws and constraints. There needs to be more a lack of diverse responses from respondents in this study as a result of the scaled distribution of questionnaires throughout Indonesia, which still results in responses from respondents who are predominately from the island of Java. The methods that the next researcher can do to get around these challenges include expanding the variety of insights to enhance the responses of the respondents or using an internet platform for distributing questionnaires that is more uniformly spread. There are still some data that have not been fully fit or are just partially fit for the goodness of fit value. This presents a challenge for the author in conducting research that is nearly flawless, but it does not imply that the findings of this study are invalid and unreliable.

