

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

The study aims to determine the effect of brand image and customer complaint behavior on brand switching intentions with social media use as a moderating variable. The respondents in this study were 170 customers at Es Teh Indonesia. Based on the data obtained and the results of calculations that have been carried out on problems with simple linear regression models and moderated regression analysis, the following conclusions can be followed:

1. Brand image has a negative effect on Brand Switching Intentions. It means that if brand image increases, Brand Switching Intentions will decrease, otherwise, if brand image decreases, Brand switching by customers will increase.
2. Customer complaints behavior has a positive effect on brand switching intention. It means that if customer complaint behavior increases, the brand switching intention will also increase, on the other hand, if customer complaint behavior decreases, brand switching by customers also decreases.
3. Social media use can be a moderating variable on the relationship between brand image and brand switching intention. This is evidenced by the regression results X_1 effect X_2 . Regression results show significant results, so testing between X_1 and Z towards X_2 shows social media use has a significant effect on the brand image to brand switching, so the hypothesis is moderate.

4. Social media use can be a moderating variable on the relationship between customer complaint behavior and brand switching intention. This is evidenced by the regression results X1 effect X2. Regression results show significant results, so testing between X1 and Z towards X2 shows social media use has a significant effect on customer complaint behavior to brand switching, so the hypothesis is moderate.

B. Implication

1. Managerial Implication

As an empirical research, the results of this study can be used by marketers of Es Teh Indonesia as consideration for improving their marketing strategy by this following:

- a. Companies need to strengthen brand image for consumers. Strengthening brand image can reduce consumer desire to change brands. That the image that is deliberately carried is that Es Teh Indonesia has certain characteristics as a contemporary model drink with unique packaging. Brand image that must be improved is how Es Teh Indonesia is Indonesian's national beverage and certainly different from other product.
- b. More complaints meaning that consumers have the potential to switch brands. Moreover, with easy accessible information, it is very easy for a complaint to spread widely in the public domain. This means that Es Teh Indonesia must respond as soon as possible if complaints arise before they went viral. It must

be explained with facts instead of attacking consumers. The Necessary to apologize if the product does not comply with company standards.

- c. Management must periodically convince consumers that Es Teh Indonesia products remain unique compared to their competitors' products. The visualization of Es Teh Indonesia on social media must be displayed in high density as an effort to prevent the image from fading as a result of a *blurry image*. Es Teh Indonesia Brand Beverage Companies must formulate operational strategies such as increasing brand image, adjusting price perceptions, and consumer trust due to influencing purchasing decisions.
- d. Social media can be used by the management of Es Teh Indonesia as a means of dealing with consumer complaints. It's necessary to use polite language when providing explanations regarding consumer complaints. It would be best for the management of Es Teh Indonesia to employ special staff who handle social media, so the interaction with consumers is always maintained 24/7.

2. Theoretical Implication

The theoretical implications of this study are to determine the factors that can affect Brand Image, Consumer Complaint Behavior, and Brand Switching intentions and can be used as research and learning material in the field of management. This research also contributes to developing social media use as a moderation variable that can be used as a reference or learning material for study purposes.

C. Research Limitations and Suggestions

1. Limitation

In this study, there are several limitations that may interfere with the results of the study. Difficult to find research gaps in this study because, in all previous studies it was concluded that brand image to brand switching results were negative. But in studies that say brand image to brand switching the results are positive, there will be a comparison of two brands and cannot be compared apple to apple. It is difficult to find the social media use variable as a moderating variable that moderates the relationship between consumer complaint behavior and brand switching. Author believes in the development of time this can be resolved. The necessity to include other variables that have not been examined in this study as a variable is *Relationship Quality*, one of the limitations of this research that may be addressed by further research (Firdaus & Massy, 2020).