

CHAPTER 5

CONCLUSION AND IMPLICATION

A. Conclusion

From the discussion in the preceding chapter, the researcher derives the following conclusions:

1. Perceived community benefits has a positive effect on the brand community loyalty
2. Perceived community benefit has a positive effect on the online brand community engagement
3. Online brand community identification has a positive effect on the brand community loyalty
4. Online brand community identification has a positive effect on online brand community engagement
5. Online brand community engagement has a positive effect on brand community loyalty
6. Online brand community engagement mediate the causal relationship between perceived community benefits on brand community loyalty
7. Online brand community engagement mediate the causal relationship between online brand community identification on brand community loyalty.

B. Implication

As an empirical study, the findings of this research can be utilized by Ralali.com to enhance their marketing strategies, as detailed below:

1. Managerial Implication

- a. Based on the result of this study, Ralali can perceived community benefits to have a big impact on brand community loyalty. The implication could be doing massive promotions on social media with poster assets that can also be shared by all members with certain rewards every month so that the members will continue to get the benefits.
- b. Brand community identification also has a big impact on brand community loyalty where it can also continue to be improved by the implication of creating an easily recognizable program name such as "Ralali Goes To Campus" or "Ralali Reseller Workshop" so that the identity between the members of the Ralali Agent community will always be related to the brand Ralali.com
- c. Online brand community engagement has its impact on brand community loyalty also mediate perceived community benefits and brand community identification, to make and improvement on it could be doing the implication of creating daily quizzes on Whatsapp group about Ralali Agent members personality and characters.

2. Theoretical Implication

These results offer a foundation for future research by suggesting the inclusion of different variables related to the conditions and challenges faced by e-commerce in Indonesia especially B2B e-commerce. This approach aims to provide a more comprehensive and up-to-date understanding of the dynamic developments in the case of online business competition.

C. Research Limitation

Despite efforts to achieve optimal results, this study has certain weaknesses and limitations. One major limitation is that, the questionnaires were distributed only on the whatsapp group regionally that already existed from Ralali.com with significance differ amount of members. While there were some representatives from other provinces, this resulted in unbalance amount of sample each regional.

To address these challenges, future researchers should consider broadening the scope of their insights to enrich the diversity of respondents' answers. Alternatively, they could utilize a personal approach of community members form the national whatsapp gorup within the regional researched which they haven't joined the regional group yet to ensure a more balanced representation of respondent.