

CHAPTER 5

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the analysis of the discussion that has been carried out in the previous chapter, it can be concluded that :

1. VBC identification has no effect on Looke Cosmetics brand loyalty.
2. VBC entertainment value has no effect on Looke Cosmetics brand loyalty.
3. VBC identification has a positive effect on customer brand engagement.
4. VBC entertainment value has a positive effect on customer brand engagement.
5. Customer brand engagement has a positive effect on Looke Cosmetics brand loyalty.
6. Customer brand engagement mediating the effect of VBC identification on the brand loyalty.
7. Customer brand engagement mediating the effect of VBC entertainment value on the brand loyalty.

B. Implication

1. Managerial Implication

Through this research, Looke University learned that their community identification and the entertainment value they offer have not been able to directly drive member loyalty to the Looke Cosmetics brand. However, through this research, Looke can understand the important role of their members' engagement in driving brand loyalty:

- a. In VBC Identification, Looke University through the tagline #GoddessSupportGoddess invites members to engage in tagline interactions which are the basis of the community's identity. As is known, this community has a vision and mission value regarding woman empowerment that supports women's empowerment. By

inviting members to provide support for each other in every challenge, giving each other positive responses to collaborative content. Where this can further build the confidence of each member through the support they receive and create a sense of togetherness among members. Based on this sense of togetherness, members feel emotionally attached and part of something bigger than themselves which ultimately leads to members' loyalty to the Looke community and brand itself.

- b. In the VBC Entertainment value, Looke University in line with the value of woman empowerment, shows its support by facilitating exclusive classes on soft skills and beauty, holding special events, giving awards, and opening opportunities for members to be involved in the form of collaboration on content about their products and certain events. These opportunities allow members to express and explore themselves while encouraging continued engagement. With this facility, members feel included and supported in their self-development, which will make them want to participate in every event or brand content that is held to further explore themselves with different concepts. This will encourage them to get involved which ultimately leads to loyalty towards the Looke brand itself.
- c. Through the customer brand engagement, Looke increases members' loyalty by giving them the freedom to have opinions and suggestions about Looke Cosmetics products as well as activities or events that can be carried out in the community that can increase loyalty. Providing freedom of opinion and suggestions creates a sense of ownership and responsibility among members. They feel that they are an important part of the community and their contributions have a direct effect on the development of the community. Active participation in the planning and execution of events makes members feel more emotionally connected to the brand, which in turn increases members' long-term loyalty to the brand.

2. Theoretical Implication

The findings of this study have been enriched and can be useful and a source of information for academics and interested parties regarding the effect of brand community strategy on brand loyalty, although it is not perfect with an R square value that is not maximized. Future research can add other variables that affect loyalty such as customer satisfaction and brand trust. The results of this study can also generally be useful for other industries, by implementing effective strategies, marketers can build virtual brand communities as interactive platforms, which not only increase customer engagement but also build strong and sustainable loyalty. This will provide a significant long-term competitive advantage for brands.

3. Research Limitation and Suggestion

The limitations of the research in this study is the researcher attempted to use careful measures in determining the indicators. However, some variable indicators did not meet the validity in the context of this study. As in the: BCI 2 (connection between member and the community), BCI 4 (sharing stories or experiences) , EV 2 (feel that the community gives space to express yourself and feel pleasure) , CBE 4 (frequently participate in conversations or discussion topics) , and BL 6 (ecommended the brand to others). It is expected that in future research, to continue using these indicators and re-test invalid indicators in this study, to enrich the future research results in other industrial fields.