

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusions

1. Brand image have a positive effect on brand love.
2. Brand trust have a positive effect on brand love.
3. Brand image have a positive effect on brand loyalty.
4. Brand trust have a positive effect on brand loyalty.
5. Brand love have a positive effect on brand loyalty.
6. Brand image have a positive effect on brand trust.

B. Implications

1. Managerial Implications

Brand image and brand trust are significant variables in determining brand love and loyalty. To increase the brand image, the company must do several things, such as: provide high-quality and consistent products or services so that consumers will always feel satisfied; make innovations in products and services; provide honest and clear information about brand products and services; and utilize positive reviews and testimonials from customers to build trust and credibility.

Meanwhile, to increase brand trust, companies can do several things, such as: effective communication, responsiveness, and speed in handling customer complaints; providing quality service;

maintaining brand integrity; building good relationships with customers; transparency with processes, prices, and company policies; and company consistency. By using these methods, it is hoped that the company can grow more than before.

2. Theoretical Implications

This study's theoretical meaning is to contribute to the body of knowledge about the impact of brand image, trust, and love on brand loyalty, particularly in the cosmetics business.

C. Research Limitations

The limitation of this study is the results of the R-square analysis process on several variables. The R-Square value can be said to be good if it is 0-1, with the provision that the closer to number one, the better. However, in this study, the brand trust and brand love variables still have a low value, namely brand trust with a value of 0.315 and brand love with a value of 0.405. If the R-square value is small, it means that there is a large error component. In this study, R-square still small so can't measure the dependent variable maximal.

D. Suggestions for Further Research

Based on the conclusions, consequences, and limits of the research stated above, the researcher gives suggestions for future research, including:

1. The same study framework can be used to examine businesses other than beauty products.

2. For further research, it can use more varied and relevant variables. For example, variables that have an influence on brand loyalty are price, brand equity, customer satisfaction, service quality, and brand experience. And there are many more variables that can influence directly and indirectly and complement the R-square.

