

V. CONCLUSIONS AND IMPLICATIONS

A. CONCLUSIONS

Based on the research results that have been described, the following conclusions can be drawn:

1. Nationalism has a positive effect on the Positive Brand Referral
2. Emotional Brand Attachment has a positive effect on the Positive Brand Referral
3. Nationalism has a positive effect on the Brand Love
4. Emotional Brand Attachment has a positive effect on the Brand Love
5. Brand Love has a positive effect on the Positive Brand Referral
6. a. Brand Love can mediate the influence of Nationalism on Positive Brand Referral
b. Brand Love can mediate the influence of Emotional Brand Attachment on Positive Brand Referral

B. IMPLICATION

Based on the explanation of the findings above, the author indicates several implications for various interested parties, namely the following:

1. Theoretical Implications

This research can provide information and expand knowledge about the factors that influence positive brand referral for the erigo brand. Based on the results of this study, it will add empirical evidence regarding SOR theory, namely Stimulus is Nationalism and Emotional brand attachment, Organism is Brand love, and Respons is Positive brand referral.

2. Practical Implication

The results of this empirical research can be used by Erigo brand, especially in the world of marketing to implement business strategies. This research can be also be used as a reference for companies in retail circles that have premium products in implementing positive brand referrals, this can be written as a follow:

- a) The Eriigo brand must continue to maintain positive references to increase consumer comfort, by maintaining product quality. Basically, each individual has various tastes in determining lifestyles, one example is in the field of fashion. But now days, fashion in Indonesia is able to rival fashion abroad, for example the Erigo brand where the local brand has good product quality and with the latest models. The erigo brand does not only enter among young people, but the Erigo brand can enter among any age.
- b) By continuing to innovate, the Erigo brand can increase the sense of consumer attachment to the Erigo brand, because most of the Erigo brand consumers are women. The existence of emotional brand attachment makes it evident that initial marketing target of Erigo is men, but women can use the brand. The Erigo brand also supports several sports weeks that make the goal for target marketing.
- c) Consumers feel suitable for the brand on the basis of emotional brand attachment and a sense of nationalism in consumers, which will form brand love. Brand attachment can strengthen brand love, bust the sense of nationalism that exists in consumers when using local brands can also strengthen brand love.the influence of nationalism and emotional brand attachment will lead to the brand which can be utilized as a marketing strategy through psychological aspects. This can make consumers more attached to the local brand erigo and consumers will give positive referrals to the Erigo brand.

C. RESEARCH LIMITATION

In this study there are some weaknesses and limitations, although the authors have tried to get perfect results. Therefore, these limitations can be noted for future researchers:

Researchers are dominated by respondents with a minimum age of 17 years, so that the answers to the statements submitted almost have almost the same characteristics due to the erigo brand which is suitable for all group.

D. SUGGESTION FOR FUTURE RESEARCH

In this study, the case of nationalism and emotional brand attachment to positive brand referrals through brand love mediation will be interesting because it can describe the needs of brands for consumers. The research is still very rarely researched, therefore further research needs to be done to get detailed results. Future researches are expected to add variables that affect the relationship on positive brand referrals to increase or decrease. Future researches can also go back to the proposed conceptual framework in the context on industries such as the service sector, transportation, health, electronics, etc.

