

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the results of the research discussed earlier, the following conclusions can be made:

1. Brand experience significantly enhances the level of trust consumers place in a brand, indicating that memorable and consistent experiences with Vespa Piaggio strengthen consumer trust in the brand.
2. Brand experience significantly influences brand satisfaction, suggesting that engaging and emotionally appealing interactions enhance customer satisfaction levels.
3. Brand trust has a positive impact on brand loyalty, demonstrating that individuals who view Vespa as dependable and credible tend to maintain their loyalty to the brand.
4. Brand satisfaction contributes positively on brand loyalty, confirming that fulfilled expectations and pleasurable usage experiences increase consumers' commitment and repeated purchase behavior.
5. Brand experience directly affects brand loyalty, emphasizing that positive experiences not only shape trust and satisfaction but also independently contribute to long-term consumer loyalty.

B. Implication

Drawing from the research findings and prior discussions, the following implications may serve as considerations for future decision-making:

1. Managerial implication

- a. Vespa should consistently deliver memorable and emotionally engaging experiences at every customer touchpoint. This includes product design, service interaction, dealership environment, digital platforms, and brand community events. The brand should highlight the prestige and lifestyle value of owning a Vespa, as well as the sense of social identity it brings to users. Emphasizing that Vespa is easy to obtain and maintain will also help build consumer trust and strengthen long-term loyalty.
- b. Marketing strategies should focus on reinforcing reliability, product quality, and service integrity. Transparent communication, consistent brand messaging, and delivering on promises are essential to deepen consumer trust.
- c. Vespa management should prioritize product features, performance, and after-sales service that meet or exceed customer expectations. Regular customer feedback mechanisms should be implemented to monitor satisfaction and guide improvements.
- d. Given the brand's emotional and lifestyle appeal, Vespa should develop content and campaigns that resonate with consumers'

identities and aspirations — emphasizing nostalgia, prestige, and community.

- e. To reinforce loyalty, Vespa could introduce exclusive loyalty programs, member-only events, or referral incentives. Motivating loyal and satisfied customers to act as brand ambassadors can enhance brand equity via positive word-of-mouth communication.

2. Theoretical implication

This study offers several theoretical implications for future research in consumer behavior and brand management. First, it validates the applicability of brand relationship theory—especially the effect of brand experience on trust, satisfaction, and loyalty in lifestyle—related contexts. Oriented automotive sector, using Vespa Piaggio as a case context. By employing Structural Equation Modeling (SEM), the research demonstrates how complex consumer-brand relationships can be quantitatively analyzed, offering methodological value for similar studies. The findings clearly emphasize that brand experience has both direct and indirect impacts, supporting its multifaceted role in fostering brand loyalty through trust and satisfaction. This adds theoretical depth to the understanding of emotionally driven brands, where experiential value shapes cognitive and behavioral outcomes. Furthermore, future research is encouraged to enrich the current model by integrating additional psychological and behavioral constructs such as brand familiarity, brand likeability, brand attachment, and perceived value to better predict

purchase intention. Expanding the sample across different demographics and geographic regions would also improve the generalizability of the findings and offer a more holistic view of consumer-brand dynamics.

C. Limitation

This study has several limitations. First, the number of respondents involved was relatively small, with only 96 active members of Vespa communities in Purwokerto, which may not fully represent all Vespa users in other regions. Second, the respondents were selected using purposive sampling from specific communities, which limits the diversity of perspectives and experiences. Third, the demographic composition of respondents, such as age, education, and years of ownership, was not evenly distributed, which may influence the generalizability of the results. Therefore, caution is needed when applying these findings beyond the studied sample.

