CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the results of the research, it can be concluded as follows:

1. Instagram-based brand community had positive effect on the relationships that occured between customers and other products, brands, companies and customers.

   When a customer joined an Instagram-based brand community to give comments, shared photos or experiences, interacted with marketers and other customers, it indicated that the customer had actively participated in community activities. During this interaction took place, community members and marketers shared valuable experiences while using a product, useful information, and other valuable resources. This could strengthen the relationship among all elements of the brand community customer-centric model (products, brands, companies and other customers). As a result, the higher the activity or involvement of a customer in an Instagram-based brand community, the more closely the customer relationship with other products, brands, companies, and customers.

2. The relationship between customers and products had positive effect on brand trust.

   Customers would feel satisfied and proud if the products they use had good quality, according to what the producers promised. It can be felt when a product purchased had met or even exceeded customer expectations of the product. As a

result, the higher the quality of the products produced, the more satisfied and proud customers that would lead to customer trust in the brand of the product.

3. The relationship between customers and brands had positive effect on brand trust

The increased relationship that occured between customers and elements of the brand community would enhance the relationship and contact between brands and customers. Customers could assess a brand when they joined and interacted in the brand community. An active brand community would indirectly elevate the brand's reputation. The higher the reputation or image of a brand, the higher the customer's trust in the brand.

4. The relationship between customers and companies had positive effect on brand trust.

In a brand community, it was not only the customers who were actively participating, but also the company itself. Companies usually opened the discussions and asked customers what they thought about the product and brand. If customers asked questions, companies must actively answered questions from their customers. Because of these activities, two-way communication took place. Sharing and disseminating information about brands that occurred within a brand

community could reduce customer uncertainty about a product or brand. As a result, it would positively have an impact on customer trust in the brand.

5. The relationship between customers and other customers had positive effect on brand trust.

Customers joined this brand community because they had an interest on the same brand. In the community, customers could exchange information and experience while using the brand. Two-way relationships that occured among members of the brand community would sometimes lead to a sense of kinship among them. With a sense of kinship among community members, the members would feel attached to the community. Stickiness with the community would made positive effect on brand trust.

6. Brand Trust had positive effect on brand loyalty.

The trust from customer on the brand of the business account on Instagram that they follow, generated through the relationship between customers and elements of the brand community. It made customers repeated purchases of products from the brand, which was one of the indicators of brand loyalty.

5.2 Research Limitation

The following were some limitations in this research:

1. Filling out questionnaires was still conducted online without direct supervision from the researcher. As a result, it could allow the occurrence of biased answers from respondents.

2. This research focused on the scope of Instagram social media only. As a result, the results of the research cannot be generalized on other social media.

5.3 Recommendations

The results of this research are expected to help business or companies to realize the importance of the effect of Instagram-based brand communities on brand loyalty. Thus, it is expected that companies or business can really manage their Instagram-based brand community well. It can be conducted by responding to questions or complaints from customers or vice versa and the company can also ask for opinions or feedback. Companies can also ask for opinions or feedback from their customers. As a result, it will lead to discussions between customers with companies and other customers. This community that runs in two directions will enhance customer relations with a customer-centric model of the brand community that positively affects brand trust that continues to lead to brand loyalty.

5.4 Future Research

1. For further research, the questionnaire should not only be distributed online but also distributed directly to respondents. Thus, researchers can directly monitor the process of filling out questionnaires by respondents and as a result, it will reduce the occurrence of bias in filling out the questionnaire.

2. Further research should also not only be limited to the scope of Instagram social media, but also other social media. Thus, the results of research through other social media can be compared because each social media has different characteristics.