

5. Conclusion and Suggestion

This conclusion and suggestion is part of the research about “Examining The Role Of Advertising In Brand Equity Creation: Indomie Instant Noodle Among Perspective of University Students In Yogyakarta”. In the research that already conducted, it can be concluded that there is a positive impact among the variables. Between Advertising Spending toward Perceived Quality, Advertising Spending toward Brand Awareness, Advertising Spending toward Brand Associations, Attitude Toward Advertising toward Perceived Quality, Attitude Toward Advertising toward Brand Awareness, Attitude Toward Advertising toward Brand Associations, Brand Awareness toward Perceived Quality, Brand Awareness toward Brand Associations, Perceived Quality toward Brand Loyalty, and Brand Associations toward Brand Loyalty.

5.1. Conclusion

Compared with the previous study and considering the background of the research, the researcher sums up into several points. All the hypothesis are supported, led the researcher to conclude that advertising has proven to give positive impact to the creation of brand equity. Besides, comparing the findings that already occur, brand awareness give the most significant value that affected by advertising, in comparison of other three variables in David Aaker Brand Equity Model which are perceived quality, and brand associations. In contrast, brand association is the most insignificance variables that affected by advertising. However,

the value is still considering as positive. This findings hopefully will give insights to marketing enthusiast, particularly brands and advertising practitioner to generate effective advertising for their product or services, specifically in low involvement category.

5.2. Suggestion

Firstly, The result of brand equity dimension which are: perceived quality, brand awareness, brand associations, and brand loyalty. From those four variables, brand awareness is the most significant component that affected by the amount of advertising spending on brands. Therefore, it is important for the brand to focussing design advertisements that target a massive awareness, even the perceived quality and also brand associations are also should be considered. However, formulate advertising that focuses on the awareness are the most effective. Alongside with the advertising spending, the next variable which is the attitude toward advertising also give most significant impact in the brand awareness in the amount of 0,416 or 41,6% it means that creating advertising that focuses on the awareness is most effective for the brand.

Secondly, The researcher believes that there will be some update regarding brand equity in the future, this field was never settled and always be dynamical. It is important if there will be another study regarding this topic in the future, increasing the amount of the sample, improving the indicators, also add the observed variable would increase the future research accuracy and credibility.