CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The objective of this study to examine the effects of three communication variables on consumer response is then fulfilled. From the preliminary analysis, item loading less than 0.5 is deleted. There is one item deleted from brand re-use intentions, which is "I will possibly use this service in the future". Hence, the correlation analysis, regression analysis, and difference means can be successfully conducted.

Based on analysis in chapter 4, it can be concluded that there is a significant correlation between communication variables, i.e., controlled communication, uncontrolled communication and brand name with consumer satisfaction, brand attitude and brand re-use intention. The finding in **Table 4.4.1** illustrates the correlation between brand evaluations with controlled communication, uncontrolled communication and brand name have significant value less than 0.05 which means that all variables are significantly correlated.

1. **Brand name has the highest correlation coefficient.** The Pearson correlation of brand name and customer satisfaction has the highest amount from others with 0.502. Next, brand name and brand attitude correlation is the second strongest with 0.487. The last one is correlations between brand name and brand intentions

with 0.436. Thus from this result, the strongest correlation is from brand name and customer satisfaction.

The regression analysis indicates that all communication variables have a significant positive effect on consumer satisfaction with **brand name has the largest positive effect.** Table 4.5.1, table 4.5.3 and table 4.5.5 illustrate that the significant level of regressions analysis is 0.000 which is highly significant. The greatest brand name beta value is 0.393 which is customer satisfaction. The other two are brand attitude and brand re-use intentions with beta value 0.374 and 0.343 in sequence.

Furthermore, the results of difference means analysis show that women with higher monthly income tend to spend more money to gain more satisfying service. It is proven by the satisfaction achieved compared to earning per month with significant level of $0.0006 \leq 0.05$.

The data collected is dominated by female respondents reaching up to 84.2% of the total respondents. All of them are bachelor-degree holders with age ranging from 26 to 35 and monthly income of above Rp. 7.000.000,-. They usually visit Irwan Team Salon 1-3 times per month, mostly in Senayan City. The data implicitly reveal that around 26 to 35 year-old women tend to show more concerns toward their physical appearance than men do.

5.2 Practical implication

In conclusion, the highest score in correlation analysis and regression analysis is brand name of Irwan Team Salon. Consequently, they should keep the brand name strong. There are some marketing strategies recommended to maintain the brand name.

1. Irwan Team Salon needs to build the image of the service by retain the standard quality.

2. Irwan Team Salon needs to determine the target market. The results show that the target markets are mostly women aged 26-35 and who have monthly spending above Rp. 7.000.000, it is recommended to spot on this segment.

3. Irwan Team Salon needs to do more promotion to get the market familiar with the brand name such as by adding more standing banner in front of the store.

5.3 Limitation and future research

The limitations of the current study are time and budgets. Thus, the preliminary studies can be conducted as only required in the main journal. Moreover, the samples are not enough to conduct some prelude analysis. Instead, they are assumed to be done. In addition, respondents are determined based on the willingness to fulfill the questionnaire not on a random sample.

Recommendations for future research are:

1. Broader sample size in order to conduct prelude analysis (such as, Normality and Linearity analysis)

2. Distribute questionnaire to random samples

3. In order to enrich the research, next future study should conduct to other salon service.

4. Compares Irwan Team Salon with another equal salon service