

In this chapter, the researcher will convey the conclusions from the results of the research that has been carried out, the limitations of the research, and suggestions made by the researcher to the parties involved in this research.

5.1. Conclusion

Based on the results of the analysis that has been carried out, the following conclusions can be drawn:

1. Perceived Quality has a positive and significant effect on brand loyalty for Anggur Merah Orang Tua products in Yogyakarta.
2. Brand awareness has a positive and significant effect on brand loyalty for Anggur Merah Orang Tua products in Yogyakarta.
3. Perceived Quality has a positive and significant effect on brand equity for Anggur Merah Orang Tua products in Yogyakarta.
4. Brand awareness has a positive and significant effect on brand equity for Anggur Merah Orang Tua products in Yogyakarta.
5. Brand loyalty has a positive and significant effect on the brand equity of Anggur Merah Orang Tua products in Yogyakarta
6. Perceived Quality has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah Orang Tua products in Yogyakarta.
7. Brand Awareness has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah Orang Tua products in Yogyakarta.

5.2. Managerial Implications

The managerial implications of this research are:

1. According to the results of multiple linear regressions, brand awareness has a greater impact on brand loyalty, so the Anggur Merah Orang Tua company increases its advertising promotions so that it is better known by the wider community.
2. Perceived quality is the second variable that affects brand loyalty, so the Anggur Merah Orang Tua company further improves in terms of taste quality and benefits for Anggur Merah Orang Tua customers so they don't switch to other Anggur Merah brands.
3. The results showed that Perceived Quality had an effect on brand equity through the brand loyalty of Anggur Merah Orang Tua products in Yogyakarta. So the Orang Tua company further improves the taste quality with the best ingredients so that customers remain loyal.
4. The results showed that Brand Awareness had an effect on brand equity through the brand loyalty of Anggur Merah products in Yogyakarta. So, the Orang Tua company further enhances its marketing so that the Anggur Merah Orang Tua customers remain loyal.

5.3. Research Limitations

This study has limitations, namely as follows:

1. Research is only conducted in Yogyakarta, so the results of the study cannot be generalized to other cities.
2. Because the study was conducted during a pandemic, In distributing the questionnaire, the researcher used google form, so the researcher could not be sure whether the respondent filled out the questionnaire according to what was experienced or not.
3. This study only used a research questionnaire with few and simple statement items, so the research questionnaire did not fully describe the entire variables studied.

5.4. Suggestion

Based on the existing limitations, the researchers put forward some suggestions as follows:

1. It is hoped that further research can be carried out in other cities, so that they can find out and compare the results of this study more accurately.
2. Further research can add other variables that affect brand equity and brand loyalty variables such as brand image, brand experience or brand association variables.



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