

CHAPTER V

CONCLUSION

5.1 Conclusion

1. The influence of entertainment, and word of mouth social media marketing activities has a positive and significant effect on brand awareness between consumers and Salad.Nyo. this can be interpreted that the influence of entertaining, interesting content that also provide the aspect of communication can have a positive effect on brand awareness among Salad.Nyo consumers.
2. Customization, trendiness, interaction has an insignificant effect on brand awareness. This means that the services provided by Salad.Nyo in adjusting to customers do not make an effect on brand awareness.
3. The influence of entertainment, customization, word of mouth has a positive and significant effect on brand image, which means that the influence of entertaining content that is adjusted to consumers' needs, and the more the Salad.Nyo brand is being talked among society can have a positive effect on brand image among Salad.Nyo consumers.
4. The effect of brand awareness on repurchase intention is positive and significant, which means the more the consumers of Salad.Nyo has the awareness to the brand, the more the intention to repurchase among the consumers.
5. The effect of Brand Image on repurchase intention is positive and significant which means the more the consumers of Salad.Nyo has the good image about the brand, the more the intention to repurchase among the consumers.
6. Interaction has the complementary (Partial Mediation) mediation effects to repurchase intention through brand image This means that the brand image serve as a complementary bridge between Salad.Nyo's Instagram interaction marketing activities to trigger repurchase intentions of potential customers.

7. Customization and word of mouth has the indirect only (Full Mediation) to repurchase intention through brand image. Word of mouth, entertainment, trendiness through brand awareness also has indirect-only mediation, this means that brand image and brand awareness bridge indirectly between word of mouth, entertainment, customization, and trendiness marketing activities on Instagram Salad.Nyo to trigger repurchase intention of potential consumers.

5.2 Managerial Implication

1. Salad.Nyo's social media marketing activities such as entertainment, and word of mouth carried out on Instagram have had a positive and significant impact on brand awareness of the Salad.Nyo brand. Salad.Nyo should consistently carry out social media marketing activities on Instagram by providing a content that is entertaining for consumers and potential customers, content that is consider entertaining is the content that is up to date to nowadays trend, the trend that is happening can be seen on many social media such as Instagram or Tiktok. and also the importance of upload informative and interactive content to awaken the effect of word of mouth between consumer and potential consumer, means of interactive content is the content that provide a bait for customer to respond to the content so that brand awareness is maintained between consumers and Salad.Nyo.
2. Salad.Nyo social media marketing activities such as entertainment, customization, and word of mouth have had a positive and significant impact on brand image. Salad.Nyo needs to provide contents on Instagram that provide the elements of entertainment, adjusted to consumers need, interactive, and also awaken the effect of word of mouth between Salad.Nyo consumers. So that the Image of a Salad.Nyo brand are maintained between consumers.
3. Brand awareness and brand image had a positive and significant impact on repurchase intention. Both brand awareness and brand image are important aspects that need special attention to maintaining the consumers intention to repurchase therefore, Salad.Nyo needs to keep up with their social media

marketing activity. In addition to maintaining brand awareness and brand image, marketing activities through Salad.Nyo's Instagram should be carried out consistently because it will also trigger repurchase intentions of potential Salad.Nyo customers, by uploading content that is interesting, entertaining, and that follows current trends. Brand awareness brand image is also very important for Salad.Nyo to maintain, because it has an effect too on the repurchase intention of potential customers.

5.3 Research Limitation

The object chosen for this research is an object that is less discussed. The brands discussed are not brands that are currently controversial or on the rise. This causes the answers from the respondents to be less significant because some of the respondents may encounter confusion in answering the questions in the questionnaire. This causes many respondents to choose answers that are less strong and significant.

5.4 Future Research Suggestion

In further research, the authors suggest the researchers to be able to choose product objects that are more relevant to brand image and brand awareness.

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APPENDIX

Questionnaire

Filtering and Profiling

1. Are you an Instagram social media user?
 - a. Yes
 - b. No
2. Do you follow Salad.Nyo's Instagram account?
 - a. Yes
 - b. No
3. Have you ever bought Salad.Nyo's products?
 - a. Yes
 - b. No
4. How do you understand Salad.Nyo's products?
- ...

5.1 Questionnaire Table

Entertainment Items	STS	TS	N	S	SS
Menurut saya menggunakan Instagram Salad.nyoo menyenangkan.					
Menurut saya Konten yang ditampilkan di Instagram Salad.nyoo menarik.					
Instagram Salad.nyoo menarik untuk digunakan. <i>revised</i>					
Sangat mudah untuk menghabiskan waktu menggunakan Instagram Salad.nyoo.					
Mengumpulkan informasi tentang Salad.nyoo melalui Instagram adalah hal yang menyenangkan.					
Interaction Items					
Saya dapat menyampaikan pendapat saya tentang Salad.nyoo melalui Instagram Salad.nyoo.					
Bertukar pendapat atau					

percakapan dengan pengguna lain dapat dilakukan melalui Instagram Salad.nyoo.					
Memungkinkan bagi saya untuk berbagi informasi dengan pengguna lain melalui Instagram Salad.nyoo.					
Saya dapat membagikan dan mendapat informasi terbaru melalui konten yang ada di Instagram Salad.nyoo.					
Tidak menutup kemungkinan Salad.nyoo sering berinteraksi dengan followers dan fans-nya.					
Trendiness Items					
Instagram Salad.nyoo menyajikan informasi terbaru tentang Salad.nyoo.					
Menggunakan media sosial Instagram adalah hal yang populer untuk dilakukan, termasuk juga Instagram Salad.nyoo <i>revised</i>					
Tersedia berbagai macam hal yang trendi di Instagram Salad.nyoo					
Produk Salad.nyoo adalah					

salah satu cara untuk menggambarkan/menunjukkan diri saya. (Pribadi yang peduli makanan sehat) <i>revised</i>					
Customization Items					
Instagram Salad.nyoo menyediakan layanan yang disesuaikan.					
Instagram Salad.nyo menyajikan informasi yang disesuaikan dengan kebutuhan pembeli <i>revised</i>					
Tersedia informasi menarik yang saya minati di <i>feeds</i> Instagram Salad.nyoo.					
Instagram Salad.nyoo mudah untuk digunakan. <i>revised</i>					
Word of Mouth Items					
Saya dapat berbagi pendapat tentang merek, barang, atau layanan yang diperoleh dari Instagram Salad.nyoo dengan kerabat saya.					
Memungkinkan bagi saya untuk memenangkan (mengajak) teman dan kerabat saya menjadi pelanggan					

Salad.nyoo. <i>revised</i>					
Menyenangkan bagi saya untuk menginspirasi orang lain tentang produk Salad.nyoo. <i>revised</i>					
Saya akan merekomendasikan Instagram Salad.nyoo.					
Brand Awareness Items					
Saya memiliki kesadaran akan pembaruan produk Salad.nyoo.					
Saya tidak mengalami kesulitan dalam mengingat produk Salad.nyoo.					
Saya mengetahui semua varian produk Salad.nyoo.					
Saya dapat membedakan produk-produk Salad.nyoo.					
Brand Image Items					
Merek Salad.nyoo ini adalah brand No.1 dalam industri salad buah di indonesia. <i>revised</i>					
Merek Salad.nyoo ini berorientasi pada pelanggan					
Saya memiliki kenangan indah					

tentang Salad.nyoo.					
Produk/merek Salad.nyoo memiliki citra yang berbeda jika dibandingkan dengan produk/merek lain.					
Repurchase Intention Items					
Saya akan mempertimbangkan merek ini terlebih dahulu ketika saya ingin membeli salad.					
Saya nyaman membeli Salad.nyoo.					
Saya berniat untuk terus menggunakan merek ini di masa mendatang.					
Saya ingin membeli produk/jasa baru dari merek ini.					

APPENDIX II

Questionnaire Data

E	E	E	E	E	I	I	I	I	I	T	T	T	T	C	C	C	C	W	W	W	W	B	B	B	B	B	B	B	B	R	R	R	R	
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T	T	T	T	T	T	T	T	T	T	D	D	D	D	Z	Z	Z	Z	M	M	M	M	W	W	W	W	M	M	M	M	I	I	I	I	
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