

CHAPTER V

CONCLUSION, SUGGESTION AND RECOMMENDATION

Several research findings and hypothesis testing have previously been described in the previous chapter. This chapter will describe the conclusions and suggestions regarding the relationship between Shopee's brand awareness (X1), brand association (X2), and perceived quality (X3) towards Shopee's customer satisfaction (Y) in Indonesian young-adults.

5.1. Conclusion

1. Based on the results of the Kendall Tau_b correlation test against hypothesis 1, it can be concluded that there is a relationship between Shopee's brand awareness and Shopee's customer satisfaction because a significance value of 0.000 is obtained which means significant and a correlation value of 0.552 indicates a moderate correlation between the two variables. According to the hypothesis test, this research reveals that Shopee's brand awareness boosts customer satisfaction. Therefore, hypothesis 1 which states that there is a relationship between Shopee's brand awareness and Shopee's customer satisfaction is accepted.
2. Based on the results of the Kendall Tau_b correlation test against hypothesis 2, it can be concluded that there is a relationship between Shopee's brand association and Shopee's customer satisfaction because a significance value of 0.000 is obtained which means significant and a correlation value of 0.801 indicates a very strong correlation between the two variables. According to the hypothesis test, this research shows that a high Shopee brand association increases customer satisfaction. Therefore, hypothesis 2 which states that there is a relationship between Shopee's brand association and Shopee's customer satisfaction is accepted.
3. Based on the results of the Kendall Tau_b correlation test against hypothesis 3, it can be concluded that there is a relationship between Shopee's perceived quality and Shopee's customer satisfaction because

a significance value of 0.000 is obtained which means significant and a correlation value of 0.928 indicates a very strong correlation between the two variables. According to the hypothesis test, this research shows that if Shopee's perceived quality is high, then customer satisfaction increases. Therefore, hypothesis 3 which states that there is a relationship between Shopee's perceived quality and Shopee's customer satisfaction is accepted.

4. Based on the results of the Kendall Tau_b correlation test against hypothesis 4, it can be concluded that there is a relationship between Shopee's brand awareness, brand association, perceived quality and Shopee's customer satisfaction because a significance value of 0.000 is obtained which means significant and a correlation value of 0.973 indicates a strong correlation between the two variables. According to the hypothesis test, this research shows that if Shopee's brand awareness, brand association, and perceived quality are high, then customer satisfaction increases. Therefore, hypothesis 4 which states that there is a relationship Shopee's brand awareness, brand association, perceived quality and Shopee's customer satisfaction is accepted.
5. Based on the research results, this data contributes to the most updated theory of brand equity, which focuses on brand awareness, brand association, and perceived quality. It also confirms Aaker and Keller's brand equity and consumer satisfaction theories, both of which are significant in the study of marketing communications. This data also may be utilized to strengthen Shopee's brand equity and increase consumer happiness. Lastly, this data informs potential buyers about the impact of brand awareness, brand association, and perceived quality in influencing people's satisfaction, as well as how the components reflect each other. This study shows that most people buy something because it's trustworthy and easy to remember, not because of its quality.

5.2. Suggestion

There are several suggestions that will be suggested by the researcher for this research. These suggestions were obtained based on the results of

research on the relationship between Shopee's brand awareness, brand association, and perceived quality towards Shopee customer satisfaction.

These suggestions include the following:

1. There is a relationship between Shopee's brand awareness, brand association and perceived quality towards Shopee's customer satisfaction. This shows that the higher the intensity of brand awareness, brand association and perceived quality the higher the chances of customer satisfaction. However, the significant relationship between brand awareness and customer satisfaction is moderate, not strong, indicating that brand awareness has little impact on customer satisfaction. Therefore, the researcher advises that Shopee should continue to provide differentiation in the products sold, leverage the media by implementing a marketing strategy that includes brand ambassadors and other forms of advertising that incorporate the social component of their customers, such as an attractive television campaign emphasizing the fun feature of online shopping, its convenience, and its sociable qualities in order to become the number one e-commerce choice for consumers.
2. Further, Shopee should focus on the appearance and features presented in their platforms. Furthermore, more in-depth research with a wider range of respondent characteristics and a larger geographic scope for the research and object may yield more accurate results. For example, when the E-commerce industry in Indonesia grows and develops in the next years, new elements that impact consumer satisfaction may appear.
3. This research result will support Shopee's marketing managers in allocating limited resources such as money, time, and manpower to develop brand and marketing strategies. They can prioritize resources across the variables discussed in this research using this information.

5.3. Recommendation

- 1.1.1.1. For further research, it is recommended to conduct a study with other variables in examining the customer satisfaction variable. Other variables that can influence consumers to feel

satisfied include brand image, brand equality, as well as other promotional strategies used by Shopee.