

CHAPTER V

CONCLUSSIONS & RECOMMENDATIONS

In this chapter, the conclusions drawn from the explanations in the previous chapter as well as recommendations that can be useful for interested parties are presented.

1. Conclusions

1. The result of this research shows that there is no influence of social media marketing exposure on brand loyalty of Grab application.
2. The result of this research shows that there is an influence of email blast exposure on brand loyalty of Grab application.

2. Recommendations

1. The result of this research shows that there is no influence of social media marketing exposure on brand loyalty of Grab application. Since social media marketing exposure does not influence brand loyalty, Grab does not need to concentrate on it when determining customer loyalty to the Grab application. Grab's decision to leverage social media marketing exposure to encourage user loyalty is not a smart one. However, if the objective is to learn more about user or customer knowledge of the Grab application, such as Grab campaigns, Grab products/services, or Grab offers and discounts that they see, get, and received, it

may be a good idea to place social media marketing exposure and can put it into a consideration.

2. The result of this study indicates that there is an influence of the email blast exposure on brand loyalty of Grab application. It shows that Grab as one of the online ride-hailing apps that implements email blast as a tool to communicate with user. This also an impactful and strategic ways of marketing side because it can track which user that are loyal and already subscribes to whatever Grab's newsletter that been sent to the user.
3. The result of this study indicate that the social media marketing exposure did not have an influence on the brand loyalty of Grab application. Therefore, future research can examine the influence of identity, conversation, sharing, presence, relationships, reputation, and groups, can be exploited as a functionalities to create a strong brand loyalty which seven of those elements are helps the business to specificity their own customer effectively. Taken together, all these elements increase a committed buyer.
4. The result of this study indicates that there is an influence of email blast exposure on brand loyalty. In fact, it supports the academic significance in using theory of flow as a core theory of this variables which can be implements to any business (Grab as an object on this study) in using this marketing communication ways in strengthening their brand loyalty.