CHAPTER 5
CONCLUSION AND SUGGESTION

5.1. Conclusion

This study examined the Impact of Marketing Mix Strategy on Repurchase Intention Through Brand Loyalty in McDonald’s Surabaya. Based on the results of research and discussion by using Structural Equation Modelling (SEM), then the conclusion can be drawn as follows:

1. Product have positive and significant impact on Brand Loyalty. So, the first hypotheses which states that Product have positive and significant impact on brand loyalty is accepted. This indicate if build product to be better in both quality and give more variance would hold old consumers’ loyalty and increase new awareness from new customer to make them more loyal to the product.

2. Price have positive and significant impact on Brand Loyalty. So, the second hypotheses which state that Price have positive and significant impact on Brand Loyalty is accepted. This indicate if giving the right price for the product would make customer feel their choice is right to loyal to the brand and would exchange for several money to obtain the product.

3. Promotion have positive and significant impact on Brand Loyalty. So, the third hypotheses which state that Promotion have positive and significant impact on Brand Loyalty is accepted. This indicate if promotion should be attractive and also can be understood by
viewer. It would attract more people and also can keep old customers’ loyalty to the brand because of the feel satisfied by looking an attractive promotion.

4. Place have positive and significant impact on Brand Loyalty. So, the fourth hypotheses which state that Place have positive and significant impact on Brand Loyalty is accepted. This indicate if choosing the right and strategic place would make more people to loyal to the brand and also indicate to ease to obtain the product would make people feel loyal to the brand because customer feel like the store pay attention to them.

5. Brand Loyalty have positive and significant impact on Repurchase Intention. So, the fifth hypotheses which state that Brand Loyalty have positive and significant impact on Repurchase intention is accepted. This indicate if increasing in brand loyalty would customers’ intention to do repurchase in the future.

5.2. Suggestion

Based on the conclusions that have been put forward several recommendations can be given in the form of suggestions that can be taken into consideration for McDonald’s in Surabaya:
5.2.1. Academic Suggestion

This object on McDonald’s in Surabaya used in this study focused on respondents who have purchased and consumed product in Surabaya for more than 2 times, so the result of McDonald’s is open. This provides opportunities for advanced study to conduct further research for the impact on marketing mix on repurchase intention through brand loyalty in other fast food restaurant or restaurant and can be used also for research for other company.

Second suggestion is change the brand loyalty variable with brand awareness for food product or fast-pace product and also improve the indicators for repurchase indicator which can make the research’s outcome more better.

5.2.2. Practical Suggestion

As the result of this research product, price, promotion, and place as marketing mix variables have positive impact on brand loyalty and brand loyalty also have positive impact on repurchase intention. This suggestion is make for McDonald’s to choose as an option to build McDonald’s marketing mix by improving product, price, promotion and place to make people more loyal to the brand and change customer intention to switch to other brand and lead customer repurchase intention to buy products with the same brand in the future. The lowest mean on variable Product is “McDonald’s have many variety of products” and the lowest mean on variable Promotion is “McDonald’s have promotion that can be understood”
because of that the suggestion is have been made in order to improve both variable. The activities that can improve Product and Promotion are as follows:

1. Increase the variety of the product to get more attention from customer, and also with flavor that can be match with both new and old customer, so it will hold loyal customer while getting new customers. Nowadays, customer feel so saturated with the same variance of product, so make a new product would make their loyalty to the product increasing and greatly boost the sales.

2. Explain more about the message in promotion, so it can be delivered and understood by all ages with clear message, what product have been offered and anything else. Promotion is a tool to attract more customer and also promote a new product to old customers’, make customer understand the message that been delivered will increasing customers’ awareness and knowledge about the product and also it would be good for company because it will hold customers’ loyalty because customers’ feel they can buy a new things and not same product.
5.3. Limitation

This research have limitation, such as marketing mix (product, price, promotion, and place) can impact on repurchase intention without brand loyalty as mediation. So, for further study can make research with marketing mix (product, price, promotion, and place) impact on repurchase intention with or without brand loyalty as mediation and also place the brand loyalty variable before repurchase intention.
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