

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the empirical study that has been conducted utilising both descriptive through the questionnaire and running logistic regression model that leads to the conclusion that in the perspective of the public, the central bank, in this case, the Bank of Indonesia, is credible. The study portrayed the perspective of the public regarding the central bank credibility by utilising the previous study in determining the variable and further supplementing it to suit the tool that the central bank use, which is digital communication. by collecting the primary data from 400 unique individuals divided across the platform of social media of Bank Indonesia as a tool to maintain the credibility. the study concludes that

For Logistic regression we employ dimension of digital communication to predict the probability of individual perspective of central bank perceive as credible. In this case based on variable Empathy, individual who exposed to the digital communication that include empathy have almost double the odds (OR: 1.844326) of having perspective of central bank to be credible compared to someone who has not include to dimension empathy in the central bank communication.

In this case based on variable Persuasion, individual who exposed to the digital communication that include empathy have three times more likely (OR: 3.0568) of having perspective of central bank to be credible compared to someone who has not include to dimension persuasion in the central bank communication.

In this case based on variable impact, individual who exposed to the digital communication that include empathy have three times more likely (OR: 3.187879) of having perspective of central bank to be credible compared to someone who has not include to dimension impact in the central bank communication.

In this case based on variable communication, individual who exposed to the digital communication that include empathy have almost double the odds (OR: 1.917034) of having perspective of central bank to be credible compared to

someone who has not include to dimension communication in the central bank communication.

And the last one we test we find by creating interaction variable between all the dimension of digital communication to produce a simultaneous effect toward the probability of individual perception toward central bank credibility, we find that the simultaneous effect work positively with the odds (OR : 1.000241) of having perspective of central bank to be credible compared to someone who has not include all the dimension of digital communication in the central bank communication.

Based on this conclusion, the analysis indisputably reveals how the research objective is being answered throughout the course of the study. The first objective is addressed through binary logistic regression analysis, which conveys how the dimension linked to central bank digital communication successfully shapes the public's perspective. In this circumstance, the influence of digital communication shapes and sways the public perception on how it perceives the central bank as a credible institution. The second objective is addressed by the analysis conducted of the Epic model. Based on the epic model, it is implied that the more effective the digital communication delivery of the central bank that utilizes the dimension attached to it as a primary idea in delivering the communication. As a result, the higher the probability of the exposure of the central bank communication influences the public perspective regarding Bank Indonesia credibility. Finally, the research deduces that the technology-based communication that the central bank of Indonesia uses effectively shapes and influences the public view regarding central bank credibility by increasing the probability of the public perceiving the central bank as a credible institution.

5.2 Recommendation

This study certainly has many weaknesses, however, the results of this study can contribute to providing some suggestions. It is hope that with this study central bank can utilize the digital communication channel to be more associate with the dimension it produce. Furthermore, It is hope that the field of study of central bank communication in enforcing credibility to be expand with more various variable to be added and even experimental study conducted to certain segmentation of people thus will give variation in which credibility to be measured.