

CHAPTER V

**CONCLUSION, LIMITATION, AND RECOMMENDATION OF
RESEARCH**

5.1 Conclusion

The purpose of this research was to determine the influence of television advertising and brand equity on consumer purchase decision of Pocari Sweat. This research using primary data that collected by spreading 214 questionnaires to the respondents. The data of research is processed using SPSS 16. Based on the analysis and discussion that has been done, it can be concluded as follows :

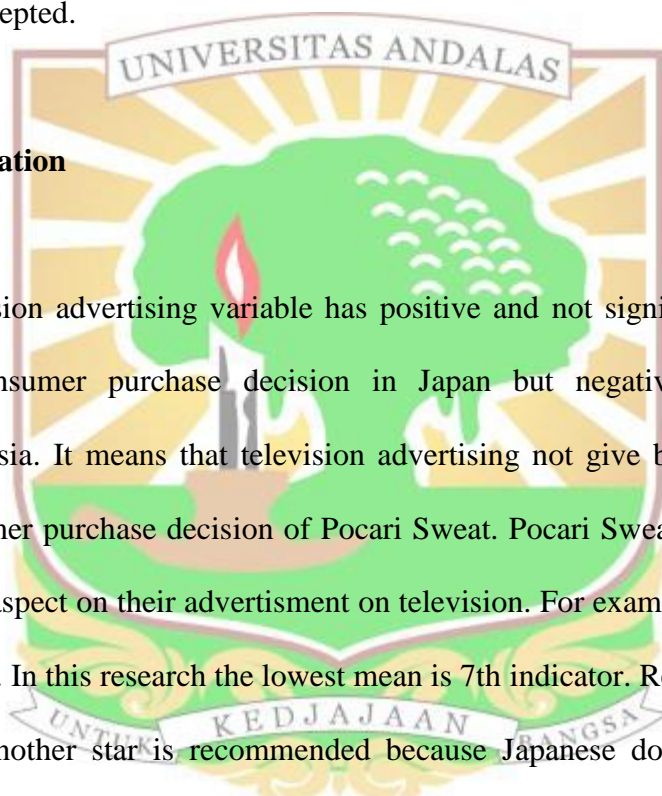
1. The first hypothesis (H_1) give positive and not significant influence on consumer purchase decision in Japan but negative influence in Indonesia. It means that television advertising not give big influence on consumer purchase decision of Pocari Sweat in both Japan and Indonesia. It means the H_1 for this study is rejected.
2. The second hypothesis (H_2) give positive and significant influence on consumer purchase decision in both countries. It means that brand association give big influence on consumer purchase decision of Pocari Sweat. It means the H_2 for this study is accepted.
3. The third hypothesis (H_3) give positive and significant influence on consumer purchase decision in Indonesia but not significant influence in Japan. It means that perceived quality give big influence on consumer purchase decision of Pocari Sweat in Indonesia but not in

Japan. It means the H_3 in this study is accepted for Indonesia and rejected for Japan.

4. The fourth hypothesis (H_4) give positive and significant influence on consumer purchase decision in both countries Indonesia and Japan. It means that brand loyalty give big influence on consumer purchase decision of Pocari Sweat. It means the H_4 for in this study are accepted.

5.2 Implication

1. Television advertising variable has positive and not significant influence on consumer purchase decision in Japan but negative influence in Indonesia. It means that television advertising not give big influence on consumer purchase decision of Pocari Sweat. Pocari Sweat need to revise many aspect on their advertisement on television. For example in Japan star of Ads. In this research the lowest mean is 7th indicator. Replacing the star with another star is recommended because Japanese do not really like AKB48 as the star of Pocari Sweat TV Ads In Indonesia the lowest indicator is third indicator about humor. Sense of humor in the television advertising can give positive moods such as: happy, joyful, delighted, relaxed, etc (Mai Ngoc Khuong and Truong Dung Nguyen, 2015). From this research the highest mean is in 4th indicator which is music.



Combining music and humor sense can make the advertising of Pocari Swat even more and more interesting.

2. Brand association variable has positive and significant influence on consumer purchase decision in both countries Indonesia and Japan. It means that brand association give influence on consumer purchase decision. People associate Pocari Sweat as the right choice to cosume after exercise. They already put themselves in the situation as the solution for the people that feel thirsty. They are suggested to drink Pocari Sweat to replace their lost body fluid. The lowest item on indicator is about the price of Pocari Sweat. Some respondent felt that the price of Pocari Sweat is not affordable. This can be advantage because they can put the position as the good quality product as the people usually relates something expensive with good quality. But, the disadvantage it will make the sales is lesser. As long as the number of sales still meet their target and the company still gain profit, they don't need to decrease the price. Increasing the quality is a better option to let people think that Pocari Sweat has high quality.

3. Perceived quality variable has positive and significant influence on consumer purchase decision in Indonesia but not significantly in Japan. It means that perceived quality give influence on consumer purchase decision. As the market leader and the pioneer of isotonic drink, can make Pocari Sweat has good positioning in public. Their price that higher than competitor can also become an indicator that their quality is better than

competitor because the company can set the price by looking at the competitor pricing. From the result, the highest mean is the 1st indicator which is “Pocari Sweat has good taste”. They need to make sure their consistency in quality. Perhaps they also can try the different variation of the taste because currently the product only has one taste. The average of mean show that people admit the quality of Pocari Sweat quite high, but this number still can be improve by improving their quality as well. In Japan people not really consider the quality of this product. Japan well know as the producer of good quality product. It can suggest their people that their product already has good quality so they do not need to consider too often. In other Pocari Sweat is a beverage that has a lot of option and competitor in the same market.

4. Brand loyalty variable has positive and significant influence on consumer purchase decision in both countries Indonesia and Japan. It means that brand loyalty give influence on consumer purchase decision of Pocari Sweat. Even though Pocari Sweat as beverage can make people easily to switch, but the quality of Pocari Sweat and also their role as market leader can make the consumer loyal to them. The highest mean of the variable in Japan is third indicator which is “I am loyal to brand Pocari Sweat”. But in the first and second indicator which are “I will not buy another isotonic drink product if Pocari Sweat is available” and “Pocari Sweat is my first choice” get the lower mean. This can interpreted as even though peoples are consider themselves to be loyal to Pocari Sweat but not automatically

make Pocari Sweat as their first choice or make them will not buy another product. Sometime they will have willingness to try another product for curiosity or they already get saturated after feel the same taste again and again. As the Pocari Sweat only have one variant it is possible to make the consumer feel saturated. Saturated caused by physiology condition that anticipated an stimuli at same time perceived that make people looking for something new (bisnis.com, 2013). So, creating new variant can be their solution in improving their consumer loyalty. This should be interpreted in both countries Indonesia and Japan because brand loyalty has lower mean compare to another variable on this research.

5.3 Limitation of the Research

This study has several limitations of the study. With this limitation, expected to be improved in future research. The limitations in this study are:

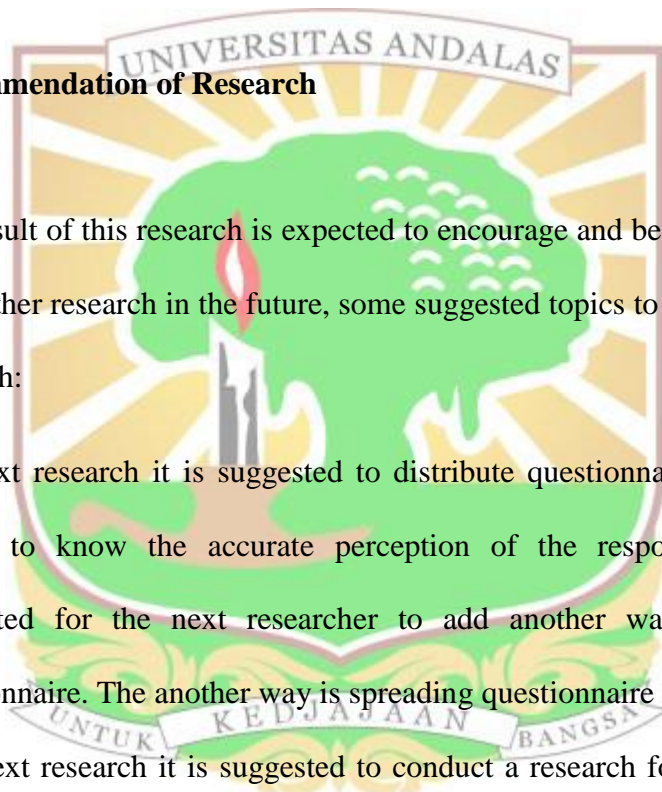
1. In this research, the researcher just collect the information from 214 respondent from two countries that does not really describe the real condition in field. The research only conducted in one city in each country. Because of the limitation of respondent number some indicator need to be deleted to make it reliable. The solution of make the variable reliable is by adding the number of respondent. It suggested to the next researcher to add more respondent.

2. This research using two countries as sample but only in two cities which are : Gifu City in Japan and Padang City in Indonesia. Expected for the next research can conduct not only concentrate in one city. It also better for the next researcher try different countries and different cities. The next researcher can use online questionnaire as the solution if it is difficult to reach the respondent .

5.4 Recommendation of Research

The result of this research is expected to encourage and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For next research it is suggested to distribute questionnaires in a longer period to know the accurate perception of the respondents. It also suggested for the next researcher to add another way of spreading questionnaire. The another way is spreading questionnaire online.
2. For next research it is suggested to conduct a research for more peoples from many countries, not only in Japan and Indonesia, also can change the sample countries. Also suggested to next researcher to do research in more number countries and more number of cities. So we can look many perception from various countries.
3. For Pocari Sweat it is suggested to revise the television advertising by examining the indicator of good television advertising for both countries



Indonesia and Japan. It is better for them to put sense of humor and combine it with good music. Advertisement more frequently on tv because it will influence more people to buy the product. In the research for repetition is the second lowest item on television advertising variable. They also need to improve brand awareness by creating more creative slogan that can suggest they consumer to buy and consume Pocari Sweat. Pocari Sweat also need to try more variation of taste to avoid consumer saturation point.

