

CHAPTER V

CLOSING

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation present in study, implication and possible future directions for the research.

5.1 Conclusion of the Research

The purpose of this research is to find out the relationship between altruism and brand attitude with religiosity as a moderator in Padang-based retail store specifically Dayamart. This research also finds out whether variables have significant relationship and positive effect or not. This research is using primary data collected by spreading 110 questionnaires to respondent who are customers of Dayamart. There are three hypothesis developed in this research to test the customers attitude toward Dayamart's brand. Therefore, the analysis of results, are:

1. Altruism has significant positive relationship with brand attitude. This means that the more customers had altruism within, the more likely they will generate favorable attitude toward the brand of charitable enterprise like Dayamart.
2. Religiosity positively affects attitude toward the brand of retail store. This means that

the deeper someone live up the religion they believe, then it will generate positive evaluation toward the brand of enterprise that run in line with religious values.

3. The interactions of altruism and religiosity was found to have negatively insignificant effects on brand attitude. It implies that customers whosen't hold deep religious state will still able to elicit some level of altruism that produce positive attitude toward charitable business like Dayamart and the customers who hold religious believe, reflected on how they live up the religion they believe, in some occasions would still find difficulties in eliciting some level of altruism that would lead to favorable attitude on such kind of enterprise. This practically means that in this research altruism and religiosity seems to be discrete variables.

5.2 Implications of the Research

This research creates several implication for researcher and practitioners. For researcher, this research is for improving the understanding about altruism, religiosity and brand attitude.

For practitioners or retail store manager, This research can be used as a source of information to understand relationship about altruism, religiosity and brand attitude.

For charity organization. This research hopefully can inspire the idea of productive endowment. So that they might consider of establishing an enterprise or simply forming some collaboration to the already available business.

Retail store manager could use this information to set up a strategy to build favorable images upon their customers. As the result in this research reveals that the program of collaborating sales with donation and business with charity has generate favorable images of the brand. In addition, personal qualities of customers such as religiosity also add weight in consideration of how a brand should be communicated to the targeted market. Because accumulating favorable attitudes is of key obligation in a very competitive industry that might lead to the sustainability.

5.3 Limitation of the Research

Researcher found some limitation when conducted this research. Some of the limitation are as follows:

1. The downside of the non-probability sampling method is that an unknown proportion of the entire population was not sampled. This entails that the sample may or may not represent the entire population accurately. Therefore, the results of the research cannot be used in generalizations pertaining to the entire population..
2. This research has limitations of the response's bias of the respondents. Response bias is the information given by respondents through

questionnaire sometimes does not show the actual opinion of the respondents.

3. This research is limited by the absence of other factor such as price, the availability of product that compliment each other in single place, store atmosphere and supportive services (e.g. atm center, parking lot, and electronic payment) that are not presented in this research model due to the researcher limited information.

5.4 Recommendation of the Research

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

1. For the next research, the number of samples used for the next research could be propagated
2. For the next research, the location of research can be expanded as Dayamart also exist in other part of Indonesia.
3. For the next research, the industry of charitable business could be explored to see whether persist result only appear for particular industry or it worked in all industry.
4. For the next research, different variables can be added or encompassed regarding the topic of the research in order to create and found varieties of the result.

5. For the next research it will be better if conducting the same research but using non-muslim as sample to provide more convincing findings.
6. For the next research, the researcher suggest that it is also very important to find and identify the effect of altruim and religiosity towards brand attitude when another factor such as price, the availability of product that compliment each other in single place, store atmosphere, and supportive services are presented in the research and even equipped with the variables of re-purchase intention to actually see the bigger picture of consumer decision making process.

