

## CHAPTER 6

### CONCLUSION AND RECOMMENDATION

#### 6.1. Conclusion

Based on the analysis result and explanation in previous chapter, so the author can take some conclusion corresponding with the problem identification as the following:

1. There is a positive impact of GO-JEK's brand extension strategy on GO-JEK's customer experience with contribution 57%, while the rest 43% is the role of the other variables that not investigated in this research. The significance of the impact of GO-JEK's brand extension strategy on GO-JEK's customer experience is showed with t count bigger than t table ( $22,323 > 1,980$ ).
2. There is a positive impact of GO-JEK's customer experience on GO-JEK's brand image with contribution 52%, while the rest 48% is the role of the other variables that not investigated in this research. The significance of the impact of GO-JEK's customer experience on GO-JEK's brand image is showed with t count bigger than t table ( $20,167 > 1,980$ ).
3. There is a positive impact of GO-JEK's brand extension strategy on GO-JEK's brand image with contribution 66,2%, while the rest 33,8% is the role of the other variables that not investigated in this research. The significance of the impact of GO-JEK's brand extension strategy on GO-JEK's brand image is showed with t count bigger than t table ( $27,147 > 1,980$ ).

4. There is a positive impact of GO-JEK's brand extension strategy through customer experience on GO-JEK's brand image with contribution 68,9%, while the rest 31,1% is the role of the other variables that not investigated in this research. The significance of the impact of GO-JEK's brand extension strategy through customer experience on GO-JEK's brand image is showed with  $t \text{ count} > t \text{ table}$  ( $4,678 > 1,980$ ).

From the calculation, the author can state that direct, indirect, and total effect of mediation between Brand Extension Strategy (X), Customer Experience (M), and Brand Image (Y) have a value of 0,5754, 0,1717, and 0,7471. Customer experience proved has a mediating role of Brand Extension Strategy (X) on Brand Image (Y) and the type of mediation is partial mediation.

## **6.2. Recommendation**

Based on the analysis result and explanation in previous chapter, the author can give some recommendation as the following:

1. Based on age, mostly GO-JEK's customers are categorized as Generation Z, which is common with smartphones to order product or service. GO-JEK can provide advertising campaign that suitable with Generation Z, such as romantic serial story about male and female using GO-JEK, which make they believe that GO-JEK can do a lot of things such in story. Promotional campaign in Instagram using video can be a good promotion strategic, since mostly young people in GO-JEK's market segment is using Instagram. Also, GO-JEK can make a good story advertising to connect every GO-JEK's brand extension strategy's products to make sure that customers

understand about the products that offer by GO-JEK, also realize that GO-JEK can make life easier in daily life's needs with brand ambassador that represent Generation Z's feelings, such as Raisa, Maudy Ayunda, Aliando, and others.

2. Based on sex, mostly GO-JEK's customers dominated by female. GO-JEK need to give safety guarantees, either safety riding or psychological for female, especially to prevent kidnapping and sexual harrashment issue by GO-JEK's driver. Also, GO-JEK need to provide the specific line to complaint for female in case there sexual harrashment occur to give privacy and security guarantee for victim.

3. Based on location of reservation, mostly GO-JEK's customers stay in South Bandung and order GO-JEK from home, so GO-JEK can do strategic recruitment by selecting driver from this area more compare with the other areas to make sure that customers always get driver to provide their service. Providing more advertising that emphasized the needs in certain area in Bandung also can help GO-JEK to find a partner in this potential area as a driver. Also, existance of driver in this area will help GO-JEK and also driver to get order easily and faster, especially during peak hours same as GO-JEK's principal to make a mutual benefits between drivers and customers in providing fast service.

4. Based on profession, mostly GO-JEK's customers has a profession as employee and they categorized as customer's segment that not sensitive with price. GO-JEK can maximize this market using attractive promotion, such as provide customer option for loyalty for using GO-RIDE or any GO-JEK's brand extension strategy in month with cheaper price from regular rate with the payment in advance. This strategy can use to prevent customer switching to competitor. Also, using GO-JEK in

certain amount will get bonus in another brand extension that just launched by GO-JEK to introduce and reduce marketing cost, such as GO-SHOP that just introduced April 2017 to gather new customers.

5. Cross marketing strategy can be used by GO-JEK to strengthen brand extension strategy to be more well-known in customer, such as accumulation usage in GO-JEK's most favorite products, that are GO-RIDE, GO-FOOD, and GO-CAR in certain amount will get free voucher or discount for using GO-AUTO, GO-GLAM, and GO-MED, which is less favorite for first time user. This cross marketing strategy can use to introduce these three products to customer and bring a customer experience that hope can strengthen brand image, also marketing cost to promote these products.

6. GO-JEK needs to put the same standard quality for every brand extension strategy, since customer expect the same quality service as GO-JEK's core product that offer by GO-JEK. Since only by one bad customer experience in using one or many brand extension strategy can damage GO-JEK's brand image. So, GO-JEK needs to make sure that customer always satisfy with service that offered by GO-JEK. Rating and comment from customer can be guidance for GO-JEK to give evaluation for driver. Serious punishment must be given to driver, who manipulate order or provide bad service, since it can damage GO-JEK's brand image in general. The quality of driver in delivering service needs to be standardized by SOP during recruitment process, so customer feels comfort and happy every time they order these three popular products in GO-JEK mobile application. Since GO-RIDE, GO-FOOD, and GO-CAR is mostly usage brand extension strategy by customer, so this products need to get more

attention to maintain the quality control and focus on customer satisfaction. Since the more users in these products, also need more attention in quality control.

7. Make an easy and friendly user mobile application becoming important for GO-JEK to maintain customers. Also, GO-JEK need to make comfortable user experience, especially upgrade the technology to prevent error, hang out, precision in map detail, and faster respond, so customers feel helpful during hectic time. Security in GO-PAY's platform and customer's information is needed to protect, so customers feel safety using GO-JEK. A lot of complaints come from customer that there's some driver contact customer privately without permission and order that can disturb customers. Also, sometimes customer's GO-PAY credit decreases without transaction and notification by unknown people, so that GO-JEK needs to improve technology in security system to prevent hacker that can enter GO-JEK's data.



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