

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 CONCLUSION

Based on the description of the theory and the results of research that has been carried out using descriptive and verification analysis using SEM regarding the influence of digital sensory marketing on brand experience and its impact on brand love on Muslim fashion SMEs in Bandung (a survey of the hijrah community in Bandung), there are important points which needs attention.

The description of the performance of brand love can be seen from its dimensions which consist of passion for the brand, brand attachment, positive evaluation of the brand, positive emotion, and declarations of love which are in the medium category. This shows that SHIFT modest fashion MSME have received a moderate level of love from their customers. The dimension that received the highest response was the positive evaluation of the brand, while the dimension that received the lowest response was the brand attachment.

The description of the performance of the brand experience can be seen from its dimensions which consist of sensory experience, affective experience, behavioral experience and intellectual experience which are in the medium category. This shows that SHIFT modest fashion MSME have shown moderate performance in managing the brand experience on their website. The dimension that received the highest response was the dimension of intellectual experience, while the dimension that received the lowest response was the dimension of affective experience.

The description of digital sensory marketing performance can be seen from its dimensions consisting of visual sensory and auditory sensory which are in the medium category. This shows that SHIFT modest fashion MSME have shown moderate performance overall in managing digital sensory marketing strategy on their website. The dimension that received the highest response was the visual sensory dimension, while the dimension that received the lowest response was the Auditory sensory dimension.

Digital sensory marketing has a positive and significant influence on the brand experience of SHIFT modest fashion MSME customers on its official website. This is indicated by the magnitude of the critical ratio value which is much greater than the minimum limit which causes H_0 to be rejected. This means that digital sensory marketing can explain the brand experience in a positive and significant way. This means that the better the management of digital sensory marketing provided by the company, the better the brand experience obtained from customers. Digital sensory marketing also has a positive and significant influence on the love of SHIFT modest fashion MSME customers on its official website. This is indicated by the magnitude of the critical ratio value which is much greater than the minimum limit which causes H_0 to be rejected. This means that digital sensory marketing can explain brand love in a positive and significant way. This means that the better the management of digital sensory marketing provided by the company, the better the brand love that customers have. In addition, this study also found a positive and significant influence of brand experience on the brand love of SHIFT modest fashion MSME customers on the official website. This is indicated by the magnitude of the critical ratio value which is much greater than the minimum limit which causes H_0 to be rejected. This means that brand experience can explain brand love positively and significantly. This means that the better the management of the brand experience provided by the company, the better the brand love that customers have.

Finally, there is a mediation of brand experience in the influence of digital sensory marketing on the brand love of SHIFT modest fashion MSME customers on the official website. This is indicated by the value of Z_{count} which is much larger than Z_{table} which causes H_0 to be rejected. This means that the influence of digital sensory marketing on brand love is positively and significantly mediated by brand experience. This confirms the relationship between the three variables.

1.2 RECOMMENDATION

Based on the results of the study, the author recommends several things regarding the influence of digital sensory marketing on brand experience and its impact on brand love. The results of this study state that the application of digital sensory marketing that has been carried out by SHIFT modest fashion MSME has a positive and significant influence and is categorized as having a moderate effect on brand experience and brand love. So the author recommends that MSME actors, especially in the field of modest fashion, to increase brand love through brand experience and digital sensory marketing.

The visitors' responses to digital sensory marketing indicators are moderate and there are still indicators that need to be improved, that is the audio of the song in the product video post indicator on the SHIFT website. The selection of the right song in SHIFT products posts on the website needs to be considered attentively. MSMEs can cooperate with Islamic or nasyid music groups who usually sing Islamic songs and bring religious music genres so that they can suit the tastes of customers.

Furthermore, visitors' responses to the brand experience indicators are also moderate and there is still indicator that must be improved, that is, the feelings based on the browsing the SHIFT website experience indicator. There are still shortcomings in the SHIFT website interface that cause feelings of dissatisfaction and unpleasant when browsing. Therefore, modest fashion MSMEs need to improve the interface and customer interaction system through the website considering that during this pandemic, the website is one of the spearheads in interacting with customers and serving them.

In addition, the visitors' responses to the indicators of brand love are also moderate with the attachment of the brand indicator which must be improved. At this stage, marketers can create a marketing campaign or competition on social media that invites their followers to post their photos while wearing SHIFT products in various moment and time, then, a giveaway will be give to the winner at the end of the program. Thus, marketers can show that SHIFT products can be used at any moment and at any time, therefore it is hoped that it will grow customers' attachment to the brand.

Nevertheless, the weakness of this research is that the type of sample used is simple random sampling where in this study the population has various backgrounds. Thus,

sampling cannot be done 100 percent accurately. The second weakness is that this research was conducted at one time (cross sectional) so that there is a possibility that visitor behavior changes rapidly from time to time. In addition, the variables used in this study do not represent all the factors that affect brand love. For further research, it is recommended to renew the theory regarding digital sensory marketing, brand experience, and brand love as well as conduct research with different industries, comparing them or on more specific objects to enrich the research repertoire. Furthermore, subsequent research also needs to pay attention to technological developments, especially those that can help explore other dimensions in digital sensory marketing considering that this research only focuses on the visual sensory and auditory dimensions due to technological limitation.