

5. SUMMARY AND RECOMMENDATION

5.1. Summary and Conclusions

Sour Sally is a well-known and pioneer in frozen yoghurt industry based in Indonesia. Sour Sally is able to maintain its existence within competitors who try to beat Sour Sally's market share. The key of Sour Sally's success is their marketing strategy. The fact that the world is changing and growing has made Sour Sally had an urgency to follow the trend. They chose social media as one of their strategies to win the market, starting from Facebook, Twitter then Instagram as they see that Indonesians are actively engage in social media platform. Even since Sour Sally uses Instagram, they actively uploaded pictures and news to gain people's awareness about their products and just linked what they posted on Instagram to Facebook and Twitter to produce the same content.

It was started by awareness of the products; Sour Sally has successfully captured a bigger market through social media communication. Furthermore, when people see Sour Sally's Instagram account, they will have association and perceived quality of the product, and loyalty to a brand as they follow Sour Sally's Instagram account. Researchers believe that a great social media communication will lead to purchase intention because people have better perspective of a brand by looking at their social media account.

In this research, researchers are trying to see the impact of social media communication, which consist of firm-created content and user-generated content of Sour Sally's Instagram account towards customers' purchase intention with brand equity as mediating variable. Researchers manage to get population by distributing questionnaires to 250 people in Surabaya. The result of the analysis shows that firm-created content has significant impact towards purchase intention and brand equity. Another result conducted by researchers also shows that firm-created content is fully mediated by brand equity. In opposite of firm-created content, user-generated content has no significant impact on purchase intention and brand equity. This might happen because of minimum control from the firm

since the content is generated from other Instagram users and it is not easily accessible by other users.

Researchers believe that this research provides benefit for parties involved such as researchers, academicians, and Sour Sally. This research can be a helpful source of knowledge and improve analytical and conceptual skills for both researchers and academicians. They might see that a theory and result from one research can be different from the other, depending on the subject of research and the demographic of the research. In addition, for the academicians this research is hopefully can give benefit whereby they can use this research model as the reference to conduct more research in social media marketing for food and beverage industry. For researchers, this research has become a way to implement all the knowledge that researchers had learnt so far. As for Sour Sally, this research will bring an insight about how people respond to their social media communication activity as well as aspects they should pay attention to, especially the engagement through user-generated content so that Sour Sally can improve themselves and create a better strategy to solve the problem.

5.2. Recommendations

The result of this research shows that Sour Sally needs to work more on their social media marketing communication to created better brand equity and greater purchase intention. Therefore, based on the research result, researchers would like to give several recommendations that researchers going to propose is for Sour Sally to increase the quality of the content on Instagram to maintain the performance and doing some improvement. There are some ways that can be done by Sour Sally to fulfill this recommendation.

Firstly, researchers suggest to upload the content regularly in prime time on Sour Sally's Instagram account. Based on researchers' observation, there are time intervals for about two days on Sour Sally's Instagram post (Instagram, 2016). This fact can influence the number of followers and traffic on Instagram, especially when Sour Sally post their content at 2 AM and 5 PM, which considered as the best time to upload the content on Instagram because less people post at that time and more engaged users are active on Instagram at the given time

(Beres, 2015). The more they upload the content on Instagram, the higher the traffic and exposure to customers, which can also lead to more number of followers.

Second, Sour Sally can put more attention towards content that Sour Sally post on their Instagram account. It can be done by Sour Sally to give variation to their post by uploading informative yet interesting post. It could be other pictures than frozen yoghurt, such as post a picture about one of Sour Sally's healthy ingredient or topping because people love to know about the ingredients of the food they are going to eat. Also, it can be a proof that Sour Sally products are indeed healthy to be consumed which can help Sour Sally to increase their brand association and perceived quality.

Third, Sour Sally needs to improve the type of content on their Instagram. Based on researchers' observation, Sour Sally almost never creates a video-based content. Then, it can be a new way for Sour Sally to produce video-based content when they are launching something new, it can be new products, new variance, new campaign and many more. By making a story in a video, it can be a new experience for the customers and followers to receive the information since most of the posts on Instagram are photos. Thus, it can be an interesting way for Sour Sally to attract their customers.

The last recommendation for Sour Sally is to held quiz and campaign regularly on Instagram to enhance awareness and loyalty that will increase their brand equity. Recently, Sour Sally has a campaign called *Cakep-CakepBelepotan*. Using hash tag #CakepCakepBelepotan, Sour Sally invited people to use their creativity and boost their activity on Instagram. The winner will get free trip to Japan as the prize. There are 2,537 posts found for this campaign that covers for about 10% of Sour Sally's followers (Instagram, 2016). With more event and campaign, it can help to increase engagement of Sour Sally with their customers (Laube, 2015).

5.3. Limitations of the Research

Researchers believe that this research has limitation that might bring impact on the result, which are as follow:

First, in this research, researchers use simple random sampling for sampling method, which means that researchers suppose to have list of population. However, it is not possible for researchers to have full access to the population of interest, which are people who have Instagram account, people who know Sour Sally's Instagram account, and people who ever purchased Sour Sally since researchers cannot track those people from Instagram and Sour Sally's stores.

Second, in this research, researchers realize that the data might not represent the full actual condition of Sour Sally Indonesia since it needs to be taken into consideration that the market of Sour Sally Indonesia is considered big due to the number of outlets and location of Sour Sally Indonesia that spread across the country in Indonesia. Thus, it is become researchers' limitation because the process to acquire the data does not let researchers to cover all the respondents in the city where Sour Sally outlets available. In addition, time also become researchers' limitation to acquire more samples to be included in the research study that can provide more accurate result.

5.4. Suggestion for Further Research

Since this research has its own limitation, therefore, researchers have a few suggestions for improvement that can be used in further research, they are as follow:

The first suggestion is to expand to other social media platform. This research only uses Instagram as the social media platform analyzed. Thus, researchers suggest that for the next research, it is better to analyze more than one social media accounts. In the future, the next researchers can use other social media platform such as Facebook and Twitter. Since each social media has its own characteristic, then it is better to analyze more because by doing that it can be resulted in providing a better understanding for researchers in getting the result. In addition, by doing that it might broaden the available respondents.

Second, for further research, researchers suggest to increase number of variables. In this research, researchers use two independent variables, which are firm-created content and user-generated content, one mediating variable which is brand equity, and one dependent variable which is purchase intention. To improve further research, researchers can add more variables by adding more independent, mediating, or dependent variables. For example, researchers can add traditional marketing channel such as radio and television as independent variable to see and compare whether it is still has significant impact toward purchase intention in this era or not (Talafuse & Brizek, n.d.).

Third, samples of this research are taken in Indonesia, specifically in Surabaya. Moreover, this research only focuses on one company in specific industry in food and beverage, which is frozen yoghurt. So, for further research, it will be better to cover more cities or even countries to create better generalization of the findings since Sour Sally dominates frozen yoghurt industry in other cities too. It will also be good to conduct the research on more companies or even industries because the impact of social media communication on purchase intention through brand equity might be different from one to another.