CHAPTER V

CONCLUSION AND RECOMENDATION

5.1. Conclusion of Research

The Purpose of this research was to Investigate the effect of Brand Awareness and Content Quality Toward Purchase Intention product of *by.U*. This research was conducted using a quantitative approach which included primary data collection, obtained from Instagram users who were domiciled in West Sumatra and have seen marketing content *by.U*. This research use questionnaire as instrumental research which has collected 131 respondents through *Goggle Form*. There are four hypothesis formulation which has gone through several tests such as: descriptive analysis, validity and reliability, structural model, mediation, and hypothesis testing. all data collected is processed using smartPLS3 and has the following conclusions:

1. Brand Awareness has positive and significant effect on Purchase Intention. This indicate Brand Awareness of *by.U* on Instagram have direct influence on consumer Purchase Intention for their product.

2. Content Quality has positive and significant effect on Purchase Intention. This indicates more high quality of content on Instagram caused increasing of consumer purchase intention of *by.U product*.

3. Content Quality of *by.U* on Instagram have positive and significant effect toward their Brand Awareness. Uniqueness and valuable content influence the audience on Instagram to view content and visit account of *by.U*. This mean the

higher Content Quality can increase brand recognition and recall (Brand Awareness)

4. Brand Awareness was able to mediate the effect Content Quality and Purchase Intention product of *by.U* on Instagram. This means that the quality of content displayed by customers results in satisfaction and has an impact on customer Purchase Intention on Instagram *by.U*.

5.2. Implication of research

The Result of this research have certain implication for increasing brand awareness and purchase intention through increasing quality of content on Instagram of *by.U*. Content as brand communication tool should show interesting content that generate brand can quickly recognized and recalled by consumers. and also, brand should be focuses on Instagram because compare with other social media Instagram has advantages in terms of still good algorithm, various tools, and friendly user interface. Thus, increasing the brand awareness will increase purchase intention as well.

Furthermore, brand should have to manage content demand that are publish on Instagram during the content marketing process by creating digestible yet intriguing brand content. Then, content shown by *by.U* should in line with validity on their promised quality. Moreover, *by.U* have good feedback from their follower on Instagram because they always shown content which understand the customer's sense of humor and make them want to interact more through the comments column.

Other advantages of *by.U* on content quality in line with increasing brand awareness. They have related content with market segmentation which focus on young generation, by present product where other similar products are rigid, but *by.U* shows the freedom from choosing a number to using the internet package. In according with brand awareness, logo of *by.U* also rated unique by respondents, which have highest value on *Likert Scale*. Particularly, have high quality and uniqueness on social media nowadays will be increase possibility winning the competion.

5.3. Research Limitation

This research is not without limitations, which can see as follow:

1. The population only focus at West Sumatera region so it is necessary to cover a larger population for multinational brands.

2. The data obtain also limited because of considering the saturation of respondents in filling out google forms which aims to reduce data bias

3. This research only examines the effect of content quality and brand awareness through purchase intention. So, this does not investigate other variable in content marketing process.

5.4. Suggestion

Based on the findings, the conclusions and limitations of this study can be drawn, and several suggestions for future research can be made, namely:

1. Future research can have additional independent variable as comparison of content quality.

2. It is expected to replace the sample or increase the number of respondents in order to obtain better research results than the current study.

3. Furthermore future research can doing comparison with other brand on same social media marketing channel