

## CHAPTER V

### CLOSING

In this chapter, there will be a discussion of the research and the conclusion of the research. This chapter will also explain limitation of the research and the implication for the possible future direction for the research.

#### 5.1 Research Conclusion

This research used quantitative research involving the primary source of data collection through the hypothesis testing to analyze the influence that one or more variables have on other variables. This research aims to discover the influence of brand awareness and online customer reviews on customer purchase decisions in Shopee marketplace of Millennial Generation in Padang. There are three hypothesis development in this research. After conducting the test in SmartPLS 4.0 through a test such as: descriptive statistics measurement outer model (convergent validity, discriminant validity, and reliability test), and inner model measurement (R-square and T-test), the three hypothesis can be conclude:

1. Brand awareness has a positive and significant effect on customer purchase decisions of millennial generation in Padang on the Shopee marketplace. It is mean the higher the level brand awareness of the Shopee marketplace will increase customer purchase decisions of Millennial Generation in Padang.
2. Online customer reviews has a positive and significant effect on customer purchase decisions of millennial generation in Padang on the Shopee

marketplace. It means more higher reviews on Shopee marketplace will increase customer purchase decisions of Millennial generation in Padang.

3. From the data obtained, it can be seen that who used Shopee marketplace in online shopping transactions are Millennial Generation in Padang with the year of birth in the range 1993-1996 the percentage that are about 57.6% or 72 people. Millennial Generation in Padang used Shopee Marketplace with more than 10 transactions from January to August 2022 as the users with the most 60 respondents with a percentage of 48%.

## 5.2 Limitations

The researcher realizes that there are still limitations in this research that can affect the results, so further research is needed. Limitations in this research are as follows:

1. This research only discusses 2 factors, namely brand awareness and online customer reviews, which can influence customer purchase decisions. The variable in this research shows the adjusted R2 value of 0.752, which means that the independent variable in explaining the dependent variable is 75%, while variables outside this research influence 25%. Thus, there may be other factors outside of this research that may influence customer purchase decisions.
2. The data in this research were source from questionnaires filled out by respondents online, so questionnaire distribution was not evenly distributed in all sub-district in Padang. And the data used in this research can be

subjective because the answers to the questionnaire depend on opinion and understanding of each respondent.

3. The majority of respondents in this research were female as much as 78 respondents or 62.4%, so the majority of this research data is possibly based on opinions and understanding of female respondents.
4. In this research conducted on brand awareness and online customer reviews of the Shopee marketplace. So, in this research the customer assesses online reviews on all products and stores in the Shopee marketplace. Which makes this research less effective, because it is too general.

### 5.3 Research Implication

From the research results obtained, there are several implications obtained by Shopee marketplace with the aim of improving customer purchase decisions in online buying in the Shopee marketplace.

#### 1. Theoretical Implication

- a. The Shopee marketplace should improve services from other marketplace to increase intention in customer purchase decisions. Shopee marketplace can make a breakthrough, so that customers more often remember Shopee marketplace from other marketplaces to improve purchase decisions.
- b. The research results show that online customer reviews also affect purchase decisions. A higher rating indicates a good reputation of the Shopee marketplace. To anticipate low ratings, Shopee marketplace

needs to pay attention to services and anticipate bad reviews. Shopee marketplace is better to improve security to avoid fake reviews on the reviews and ratings features in the Shopee marketplace.

- c. One of the things that the Shopee marketplace can do to improve purchase decisions is to provide compensation if there is a discrepancy in the goods ordered, so that customers do not give low ratings. Giving compensation is also considered the responsibility from the Shopee marketplace.

## 2. Practical Limitation

The results of the research, used as a feedback for Shopee marketplace. As a company, it is a good idea for Shopee marketplace to carry out a marketing strategy again to increase the brand awareness and customer interest in making online customer reviews by improving service to customer, so that customers feel satisfied. Online customer reviews can be a place for customers to express their satisfaction when shopping on the Shopee marketplace.

## 5.4 Suggestions

Based on the conclusions and discussion of the research results, the researchers will provide suggestions including:

1. For further research, it is necessary to add variables that do not exist in this research by knowing which variables have a greater influence. Further

research can examine the factors related to the tagline both from internal and external aspects.

2. The next further research, it is recommended during the process of distributing the questionnaire directly offline. So, that the distribution of the questionnaires was evenly distributed in every sub-district in Padang.
3. Further research is expected to develop this research more complex and in depth using a complex research population.
4. For further research, better research one product or one store. For research to be effective.

