

CHAPTER V

CLOSING

5.1 Conclusion

This study includes a discussion of the influence of sales promotion, advertising, and word of mouth on purchase decisions at Tokopedia. This study utilized data collected directly from primary data sources by distributing research questionnaires using the gform tool to 102 respondents with the criteria of being a consumer at Tokopedia. This study used SmartPLS 4.0 software and Microsoft Excel to make it easier for researchers to process data. The relationship of the variables measured in this study were analyzed using the SmartPLS 4.0 software. Based on the previous discussion in Chapter IV, the following conclusions can be drawn:

1. Sales Promotion has a positive and significant effect on Purchase Decision.

These results indicate that the application of sales promotion by Tokopedia has an effect on purchase decisions. Offering various sales promotion programs so that sales promotion is important in determining their decision to shop at the Tokopedia marketplace. So that information from sales promotion is important for them to influence their decision to shop at Tokopedia.

2. Advertising has a positive and significant effect on Purchase Decision.

These results indicate that the application of advertising by Tokopedia has an effect on purchase decisions. With advertising in online shopping, when

consumers feel happy and also the clarity of the information conveyed is obtained, so it is very important in determining their decision to make a purchase decision.

3. Word Of Mouth has a positive and significant effect on Purchase Decision.

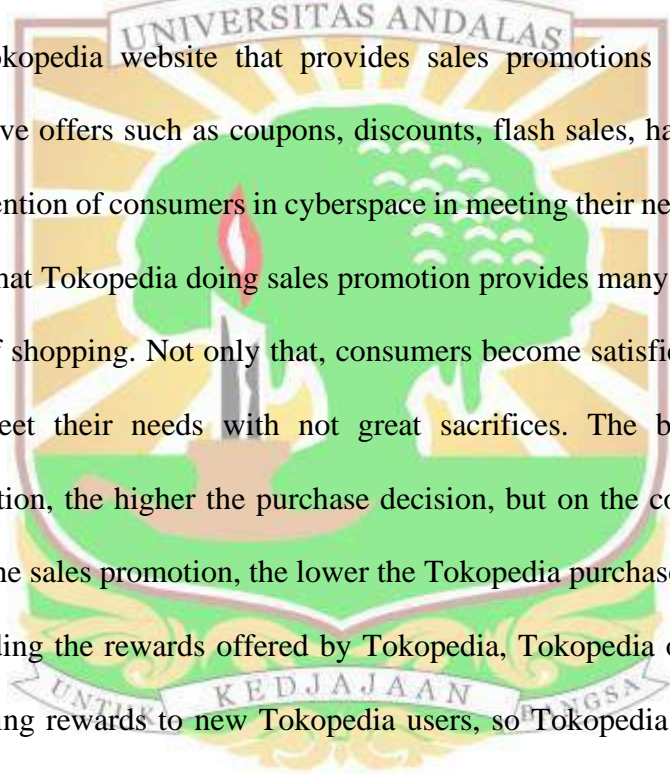
These results indicate that the application of word of mouth by Tokopedia has an effect on purchase decisions. some buyers provide bread product reviews either in the form of inviting others to buy the product or talking about taste, service and so on. So that information from WOM becomes important for them to increase their knowledge about Tokopedia products and services which ultimately influences their purchase decision to shop at Tokopedia.

5.2 Implication

Based on the results obtained from this study, it provides practical implications, this research can be used as an alternative reference or reference and can add the latest information and insights in developing knowledge in the field of promotion mix regarding Sales Promotion, advertising, word of mouth, and purchase decision.

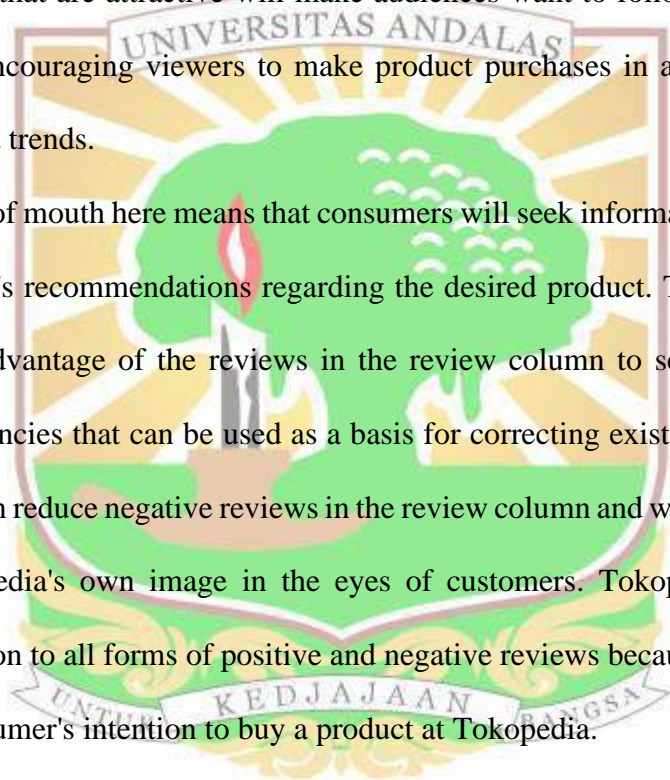
Based on the results obtained from this study, researchers found several causes that could be used as efforts that could be made to increase purchases on Tokopedia as follows:

1. Companies should always maintain efforts to encourage consumer decisions by continuing to aggressively carry out sales promotions in the form of flash sales and discounts, especially for buyers who rarely make purchases on Tokopedia. This is because customers are very price sensitive and can influence customer decisions in making purchase decisions.
2. Tokopedia needs to maintain and improve sales promotions to attract new customers and increase the number of purchases. The content contained on the Tokopedia website that provides sales promotions in the form of attractive offers such as coupons, discounts, flash sales, harbolnas attracts the attention of consumers in cyberspace in meeting their needs. Consumers think that Tokopedia doing sales promotion provides many advantages and ease of shopping. Not only that, consumers become satisfied because they can meet their needs with not great sacrifices. The better the Sales Promotion, the higher the purchase decision, but on the contrary, the less good the sales promotion, the lower the Tokopedia purchase decision.
3. Regarding the rewards offered by Tokopedia, Tokopedia only focuses on providing rewards to new Tokopedia users, so Tokopedia only opens the opportunity once. Tokopedia should also give gifts to customers who have often shopped as a form of reward, such as coupons or vouchers. to customers and as a form of appreciation for consumer loyalty.
4. It is important for Tokopedia to always present advertisements with visuals or images that are unique and able to attract consumers attention. This can be practically done, for example by ensuring that the information displayed



in advertisements is easily understood by consumers and advertised properly. This aims to reduce the risk of consumer disappointment.

5. Increasing purchasing decisions on advertisements that are placed more should use endorsers as an attraction so that the advertisements placed are more attractive to consumers who see the ads. The attractiveness of advertisements such as the use of endorsers that are adjusted to current trends that are attractive will make audiences want to follow these trends, thus encouraging viewers to make product purchases in accordance with current trends.
6. Word of mouth here means that consumers will seek information from other people's recommendations regarding the desired product. Tokopedia must take advantage of the reviews in the review column to see what are the deficiencies that can be used as a basis for correcting existing deficiencies and can reduce negative reviews in the review column and will later increase Tokopedia's own image in the eyes of customers. Tokopedia must pay attention to all forms of positive and negative reviews because it will affect a consumer's intention to buy a product at Tokopedia.
7. Tokopedia can also carry out promotions by sponsoring activities that are popular in the community, for example sponsoring sports, seminars, concerts, and festivals both in the general public or in certain institutions such as schools, universities, government offices, communities or other community groups.



8. To continue to improve purchasing decisions, companies can conduct periodic surveys of customers to find out what customers need and implement it in order to create an online shopping experience and enhance a better corporate image.

5.3 Limitations

Based on experience during research, researchers realize that this research is far from perfect and has limitations on the results expected in this study. Because of this, it is hoped that further research will be carried out in the future so that it can be considered again. So the limitations of this study are:

1. This research examines the effect of sales promotion, advertising, and word of mouth on consumer purchase decision in tokopedia marketplace. It is expected that further research to examine other factors or other variables due to the findings there are some variables that don't quite affect the purchase so that Testing is required that is different from other research references.
2. In terms of e-commerce, Tokopedia is the only online marketplace that this research focuses on
3. The data obtained is still limited because this research uses quantitative data obtained based on the answers to the respondent's questionnaire.
4. The number of samples used in this study was limited, namely 102 samples, so that they could only describe some of the facts that occurred in the field.

5.4 Recommendation

From the research results obtained, the suggestions from this study are to be used for further research and be useful for several parties in the future. Some suggestions from researchers are as follows:

1. For future researchers who will conduct this research with the same theme or title, it is recommended to develop this research, such as adding new variables. So as to create better research in the future.
2. For further research, it is recommended to use different objects to obtain various research results.
3. Further research is suggested to increase the total sample used so that the results obtained in this study are even better.
4. Further research is suggested to be able to better utilize research time so as to produce satisfactory research results.

