

## CHAPTER V

### CLOSING

This chapter will discuss the research and conclusions from the research. This chapter will also describe the limitations of the study and implications for possible future research directions.

#### 5.1 Research Conclusions

This study uses quantitative research by involving the main source of data collection through hypothesis testing to analyze the effect of one or more variables on other variables. This study aims to determine the influence of social media orientation, brand image, and endorsement on the purchase decision of Scarlett products in West Sumatra. There are three development hypotheses in this study. After testing on SmartPLS 4.0.8.4 through tests that include: descriptive statistical measurements of the outer model (convergent validity, discriminant validity, and reliability test), and measurement of the inner model (R-square and T tests), it can be concluded that three hypotheses are:

1. Social Media Marketing has a positive and significant influence on the purchase decisions of Scarlett products in West Sumatra. This means that if Social Media Marketing increases, it will increase Purchasing Decisions. Social media orientation plays a very important role in helping the smooth running of marketing activities and will also help create a stronger emotional connection with consumers, and can build consumer attraction to Scarlett products.

2. Brand image has a positive and significant influence on the purchase decisions of Scarlett products in West Sumatra. This means that if brand image increases, it will increase Purchasing Decisions. The brand image

displays a unique personality and builds a difference between the Scarlett product brand and other product brands on the market. The better the brand image created, the more prospective consumers will glance at the products offered. Brand image is the main thing that consumers will pay attention to

3. Endorsement has a negative and insignificant influence on the purchase decisions of Scarlett products in West Sumatra. This means that if Endorsement increases, it will not increase Purchasing Decisions.

4. From the data obtained, it can be seen that the most user of Scarlett products in West Sumatra with the year of age in the range 22-28 the percentage that are about 88.9% or 160 people. From the data above it can be concluded that respondents were dominated by those aged 22-28 years, an age when looking beautiful and attractive is a must for work or just taking care of self.

5. The term transgender itself is "taboo" in Padang, because transgender is someone who changes their original gender to the opposite sex. Moreover, the majority of the people of Padang are Muslim people and

are very thick with customs where transgender is an act that is viewed with contempt. Which of course the people of West Sumatra explicitly and implicitly reject gender minority groups. Because Lucinta Luna, a Scarlett endorser, is transgender, therefore this hypothesis is not supported

## 5.2 Limitation

In conducting this research, the researcher realizes that there are still some limitations. Therefore, the researcher hopes that in the future researchers who are interested in discussing the same topic can overcome these limitations to achieve better results. The limitations of this study are as follows:

1. Data was collected using an online questionnaire intended only for people with Internet access. This can distort research results. In addition, the distribution of questionnaires online or via the Internet cannot guarantee that respondents can answer with original answers.
2. The information provided by respondents in this study sometimes does not show the actual situation. For example, respondents filled out all question items by agreeing or undecided. This can be caused by several factors, the first is the psychological condition of the respondents when filling out the questionnaire, such as being in a hurry or nervous because they are thinking about other problems. Second, the respondents did not want to get detailed information about the meaning of the existing statements so some respondents answered according to speculation about their understanding of the statements presented by the researcher in the questionnaire.

3. The object of this research is only limited to the young millennial generation in West Sumatra.
4. Researchers only examine how the influence of social media orientation, brand image, and endorsement on purchase decisions so do not know and compare with other variables which are also influence the process of purchasing decisions.

### **5.3 Research Implication**

This research obtained many findings that have implications for producers and various related parties in the practice of attracting consumer purchasing decisions for a product. The implications of this study are described as follows:

1. Based on the research results obtained, Scarlett's company can take advantage of the effectiveness of social media by upgrading how to produce interesting content so that it becomes a trending topic that is hot in society so that it can become a pillar to raise consumer awareness of products and create value that can make a lasting impression. Even though this strategy looks not too complicated, it still needs to optimize the effectiveness of social media. This is because not all consumers are able to digest the information they get through social media. Therefore, it is necessary to pay attention to the appropriate target market and promoters in order to reach the optimal point for making consumer purchasing decisions for Scarlett products through social media.
2. What can be done to attract consumer purchasing decisions is to

improve the quality of Scarlett's own products by continuing to develop old products and create new products needed by teenagers who are Scarlett's target market. Teenagers are very interested in beauty products, especially those related to skincare and body care. Another thing that Scarlett can do apart from improving quality and adding more products is to create long-lasting cosmetic products so that they last longer on the face. This is because those aged 22-40 who are classified as productive age require them to move a lot and sweat a lot, so long-lasting skincare and body care will really help. Intensifying advertising of Scarlett products such as providing promos and discounts on special days so that consumers are more interested in buying. The price factor is also very important considering that the target is the millennial generation, quality products at more affordable prices are preferred by millennials compared to products that are too expensive. Nowadays there is so much competition in beauty products, that many similar products can be substitutes in the market. Creating a product that suits the target market is very necessary.

3. The results of this study were used as feedback for Scarlett products. As a company, it's a good strategy for Scarlett to carry out a remarketing strategy to increase consumer interest and purchase decisions in making customer reviews online by improving service to customers, so that customers feel satisfied. Online customer reviews can be a place for customers to express their satisfaction when

shopping for Scarlett products.

#### 5.4 Suggestions

1. For online businesses, they must maintain consumer confidence in sales made through Instagram by creating interesting content such as sales promotions which always generate positive perceptions and interest in fashion products via Instagram so that consumers are interested in doing so purchase
2. The results of this study are expected to help future researchers to be used as a reference in their research. It is hoped that further researchers can conduct further research to find out the effect of Social Media Orientation on other dependent variables. Considering the independent variables in this study are very important in influencing purchasing decisions.
3. Scarlett's company is advised to create products that suit the needs and wishes of consumers by listening to the complaints submitted and creating products that are more durable and long lasting.
4. Companies can pay more attention to the selection of endorsers that are in accordance with the wishes and interests of consumers, especially endorsers that can be accepted by the public and have the advantage of attractive physical characteristics and character traits so that they can become impressive endorsers for a long time.