

## CHAPTER V

### CLOSING

This chapter will have conclusions based on the previous chapter's analysis and discussion of the research, as well as an evaluation of the research's limitations, implications, and possible future developments for future research.

#### 5.1 Conclusion

This study aims to examine the relationship between social media marketing, Electronic Word of Mouth (EWOM) and brand ambassadors. This research takes the object of a local Indonesian skincare product, namely Something and how this variable influences millennial consumer purchase intention in Padang. It is carried out with a quantitative approach which includes primary data collection from millennial consumers in the city of Padang. The online survey was shared on social media sites and filled out using Google Forms. There were 145 replies from the city of Padang in the province of West Sumatra. After the data was collected and put together in Microsoft Excel, SmartPLS4.0 was used to do tests like descriptive statistics, outer model measurements (convergent validity, discriminant validity, and reliability tests), and inner model measurements (R-Square and T-Test). These tests were used to come up with the three hypotheses. Here are the conclusions of the study:

1. Social Media Marketing has a positive and significant effect on Millennial Consumer Purchase Intentions on local skincare products, namely Somethinc. This

means that the higher the marketing through social media will effect the purchasing power of millennial consumers in buying Somethinc's local skincare products.

2. Electronic Word of Mouth (EWOM) has a negative and non-significant effect on millennial Consumer Purchase Intentions on local skincare products, namely Somethinc. This means that when millennial consumers are interested in a product, this Electronic Word of Mouth (EWOM) marketing method does not effect their purchasing power in buying products from the Somethinc brand.
3. Brand Ambassador has a positive and insignificant effect on Millennial Consumer Purchase Intention on local skincare products, namely Somethinc. This means that the influence of the Brand Ambassador does not really effect the buying interest of millennial consumers in buying products from the Something brand.

## 5.2 Implication

Researcher find several implications based on research findings that can be used to increase understanding of marketing approach studies for researchers, especially for social media marketing, academics and can also contribute to marketing management in reading consumer needs and interests. Then it becomes a reference for the company in improving and developing its marketing strategy to increase consumer purchase intention.

1. For further theoretical and academic research, this research is expected to be a reference and input for further research related to the social media marketing marketing approach and discussed specifically about strategic solutions that can

be used to increase consumer purchasing power in reading consumer needs and buying intentions through the right kind of marketing. There are many strategies to improve marketing through social media such as by marketing products with informative and clear products and services to consumers, attractive not only in appearance but attractive for consumers to try. This can be seen from the engagement of each existing social media. This study assesses the influence of online media marketing approaches and social media marketing in increasing consumer buying interest, especially millennial consumers by building a focused buying interest on local brands. Innovative and relevant marketing activities can be applied in the digital era, including how local companies can encourage innovation and understand consumers' reading needs. So it is hoped that local brand companies can also be more competitive in the market with innovation and more creative ways to understand consumers.

2. For local companies and the community, this research is expected to help the marketing approach taken by local companies in paying attention to consumer interest in products. And through social media marketing as part of the marketing approach that has been discussed in this study, it is hoped that it can be applied and become a benchmark. So social media marketing is expected to be able to maximize every opportunity that exists in attracting consumer buying interest later. So that later every existing local company is able to compete in innovation and creativity in developing its products for consumers.

### 5.3 Limitation

When conducting the study, the researcher discovered the following limitations:

1. The research object is only focused on Instagram social media, which is only one of many other social media that also has a lot of marketing activities.
2. The conclusions drawn are only based on the acquisition of data analysis, it is hoped that there will be further research on social media marketing, Electronic Word of Mouth (EWOM) and brand ambassadors on consumer purchase intention with different research methods, wider samples, and the use of different and more complete research instruments.
3. This study only uses data from the results of the questionnaire. Measurement data using a questionnaire has several weaknesses including respondents unable to provide further information because the answers are limited to the things that are asked. In addition, respondents may answer statements that are not in accordance with the actual situation.

### 5.4 Recommendation

Based on the results of current research, here are some suggestions for people who want to do similar research in the future:

1. For further research, it is better to develop topics related to other same or similar marketing approaches that can be used for existing local companies by utilizing

the digital era and are relevant for their marketing activities. So that it can achieve the desired target consumers.

2. Future research should make a detailed questionnaire that is still easy to understand and interesting, so that the people who fill it out can understand it and want to do it right
3. Future research can develop a wider scope of coverage, not only millennial consumers in West Sumatra who can broaden the range of respondents to increase the perspectives of respondents in other areas so that they will be more specific related to the research topic.
4. Future research can also expand the types of research objects, namely this research only focuses on one local brand for skincare, future research can choose all local brands so they are not focused on the same sector.
5. For further research, it is better to increase the number of research samples in order to get a lot of responses with broader perspectives and opinions from respondents so that research topics can be explored further.

