

## 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 analyses the relationship between social media marketing, brand ambassadors, quality of product, and online customer reviews. In this research, the object is local apparel brand namely, Erigo and how this variable influences students of Faculty Economics and Business Andalas University. It is carried out with a quantitative approach which includes primary data collection from students of Faculty Economics and Business Andalas University. The online survey has been shared on social media sites and also using Google Form for respondent to fill the questionnaires. There were 157 replies from the students of Faculty Economics and Business Andalas University. After the data was collected and put together in Microsoft Excel, SmartPLS 4.0 was used to do test 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 fourth hypotheses. Here are the conclusions of the study:

1. Social Media Marketing has a positive and significant effect on purchase decision of students Faculty Economics and Business of Andalas University on

Erigo product. This means that marketing carried out by erigo through social media influences consumer decisions in making purchases of erigo products

2. Brand ambassador has a negative and non-significant effect on purchase decision of students Faculty Economics and Business of Andalas University on Erigo product. This means when students of Faculty Economics and Business of Andalas University make decision to buying Erigo product, brand ambassadors not effect their decision to buying products from Erigo.
3. Quality product has a positive and non-significant effect on purchase decision of students Faculty Economics and Business of Andalas University on Erigo product. This means that the influence of Quality Product does not really affect the buying interest of students Faculty Economics and Business of Andalas University in buying products from Erigo.
4. Online customer reviews has negative and non-significant effect on purchase decision of students Faculty Economics and Business of Andalas University on Erigo product. This means reviews from previous costumers is not effect the students Faculty Economics and Business of Andalas University on buying products from Erigo

## 5.2 Implication

Based on the research that has been done, several important implications are obtained for future research, academic, next customers, and company.

1. Based on this research, social media marketing has positive and significant effect on consumer purchase decision. “The ads on Erigo’s Instagram positively impacts my attention to this brand” with the highest rating. For

consumer, Erigo provide information about their product in specific ways, and also market their product through social media by doing some interaction to their followers it makes consumer treated well by Erigo social media. Based on that , it make consumer attract to buying Erigo Products and make a decision to buying the product, Erigo. in this study, the highest value of the influence of social media marketing on consumers is The ads on Erigo's Instagram positively impacts my attention to this brand, which is an advantage of the Erigo product itself, by maximizing social media, Erigo have an impact and also generate attention to for consumers. Other than that, things that don't really affect is Erigo's Instagram enable information sharing with others where Erigo only displays information through social media. In this research For a company need to sustain the social media in case to increase their sales and also more benefit from social media marketing.

2. Based on this research, quality of product has positive and non significant effect on consumer purchase decision. the highest rating on Quality Product is "I will buy the products which their size is proper for my needs".For consumers, Erigo has good product quality and the products that Erigo sold meet the needs of consumers. With this, the Erigo brand must be able to maintain the quality of its products from its competitors, so that it can maintain consumer decision buying the Erigo product itself. Another thing that becomes a consideration for consumers in buying Erigo products is the design of Erigo itself and also the performance at a price determined by Erigo being the best option among its competitors.



### 5.3 Limitation

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

1. This study only examines the influence between variables *social media marketing*, brand ambassadors, quality of product, and *online customer reviews on purchase decision* so as not to investigate other things that are also influencing the purchase decision.
2. 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.
3. This research was only conducted in one area, namely student of Faculty Economic and Business of Andalas University.
4. 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. There is no screening questions about Brand Ambassadors in questionnaires

### 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 student of Faculty Economics and Business of Andalas university 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. 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.

