

CHAPTER V

CLOSING

5.1 Research Conclusion

In this research, the researcher uses 3 variables, which are social media marketing as an independent variable, consumer behavior as a dependent variable, and brand equity as a mediating variable. The object of this research is a local footwear brand in Indonesia, Sepatu Compass. This research uses primary data obtained by distributing online questionnaires using Google Form to respondents. In this research, there are four hypothesis development. Based on the data processing that has been conducted, the researcher obtains results that can be concluded as follows.

1. Social media marketing has a positive and significant influence on consumer behavior. This shows and proves that if social media marketing increases, this will increase consumer behavior of Sepatu Compass online store.
2. Social media marketing has a positive and significant influence on brand equity. This shows and proves that if social media marketing increases, this will increase brand equity of Sepatu Compass online store.
3. Brand equity has a positive and significant influence on consumer behavior. This shows and proves that if brand equity increases, this will increase consumer behavior of Sepatu Compass online store.
4. Brand equity has a positive, significant, and full mediation influence on the relationship of social media marketing on consumer behavior. This

shows and proves that brand equity mediates the increase in social media marketing to increase consumer behavior of the Sepatu Compass online store.

5.2 Research Implication

This research obtained many findings that can have important implications for Sepatu Compass to improve the quality and quantity of their product sales and for consumers in planning and determining the products to be purchased. The implications of this research are described as follows.

1. Based on the findings in this research, it can be known that social media marketing has a positive and significant influence on consumer behavior. This shows that consumers are very concerned about the way a product is presented in social media articles. Consumers will feel interested if the product they want can be packaged in fun and interesting promotional content. In addition, the level of interaction and distribution of up to date information between consumers and producers can help consumers find the desired product. Some of these aspects must be considered in order to establish positive consumer behavior in choosing and purchasing a product.
2. Based on the findings in this research, it can be known that social media marketing has a positive and significant influence on brand equity. This shows that marketing through social media, which is one of the fastest information distribution media today, can help a brand in increasing the marketability of the brand. Marketing through social media can help a

brand introduce and expand the reach of the brand. Active and interactive social media marketing can also help a brand to be seen and recognized repeatedly by consumers. Some of these aspects need to be considered because social media marketing is one of the most effective ways for a brand to increase competitiveness in the digital business world.

3. Based on the findings in this research, it can be known that brand equity has a positive and significant influence on consumer behavior. This shows that the value of a brand is the most important reference for consumers in choosing or purchasing a product. Consumers will see how famous the brand name is because the value of a brand will be used as a benchmark for product quality. Consumers will certainly be more interested in making purchases on brands that they already recognize even though they have to pay more. Some of these aspects need to be considered because in the current digital era, consumers tend to judge a product through the value of a brand.

4. Based on the findings in this research, it can be known that brand equity has a positive, significant, and full mediation influence on the relationship between social media marketing and consumer behavior. This shows that the level of marketing alone is not enough to attract consumers. Consumers who are attracted to the marketing concept of a brand will not immediately choose the brand as their choice. Consumers will make further assessments by looking at the branding of the brand.

Some of these aspects need to be considered so that the marketing activities carried out can reach the target market.

5.3 Research Limitation

Based on this research, the researcher realizes that the results of this research are not perfect and there are several limitations in conducting this research. Therefore, the researcher expects that all these limitations can be more considered for future research. The limitations of this research are as follows.

1. This research only examines the influence of social media marketing variable on consumer behavior variable with brand equity variable as a mediating variable so that the researcher does not investigate other marketing media and other things that are also able to influence consumer behavior.
2. This research was only conducted on college students who domiciled in Padang city.
3. This research only uses the object of a local footwear brand, Sepatu Compass.
4. This research only uses quantitative data obtained from online questionnaires filled out by respondents, so the sample in this research is limited to 250 samples.

5.4 Research Recommendation

Based on the research limitations, the researcher added several recommendations to be used as a references or comparisons for conducting further research. The recommendations of this research are as follows.

1. The researcher suggests further research to use other marketing media and other variables to measure consumer behavior of other local brands.
2. The researcher suggests further research to expand the target respondents and the scope of the area where the research will be conducted.
3. The researcher suggests further research to use other research object, such as local brands that have high potential.
4. The researcher suggests further research to expand the number of samples to be used.

