

CHAPTER V

CLOSING

5.1 Conclusion

This research uses 3 variables, namely, social media marketing, brand awareness, and consumer purchase decision. The purpose of this research is to examine the relationship between social media marketing variables, brand awareness, and consumer purchase decisions, this research also aims to examine and determine the mediating role of brand awareness in the relationship between social media marketing and consumer purchase decisions. Testing in this research uses quantitative methods and uses primary data collection methods in the form of google forms and disseminated directly through social media to reach target respondents. The sample of respondents of this research are people who live in districts or cities in West Sumatra province in accordance with the criteria that have been set, namely consumers of the Rendang Lokana brand who have seen product campaigns from the Rendang Lokana brand, follow social media from this brand, and have also purchased products from the Rendang Lokana brand. There were 150 respondents from various regencies and cities in West Sumatra province, but the respondents who dominated here were those domiciled in Pesisir Selatan Regency and also Padang City. In the process of testing the 4 hypotheses in this research, various formulations were used, namely descriptive analysis, outer model measurement, then continued with inner model measurement. This data is inputted and managed using SmartPLS 4.0 software which is processed by means after data

collection is complete, the data is collected and compiled into Microsoft Excel, along with the results of the analysis:

1. Social media marketing has a positive and significant effect on brand awareness. Which means, the more held and improved social media marketing, it will also increase brand awareness of a brand. With 5 dimensions of social media marketing, it can be indicated that if social media marketing is managed properly and correctly, then intensively marketing through social media will increase brand awareness of consumers of Rendang products from the Rendang Lokana brand. This increase can be done by paying attention to the findings in this research, seen from the highest average of respondents' statements on the research statement indicator, namely consumer statements facilitated by social media marketing to share information and opinions with other consumers and also in consumer statements find other consumers redistributing information related to products marketed by the Rendang Lokana brand. This means that brands must multiply innovations related to social media marketing with the aim of increasing interest from consumers in the content presented so that brand awareness from consumers also increases.
2. Social media marketing has a positive and significant influence on consumer purchasing decisions. This positive and significant influence is further strengthened if there is brand awareness as a factor that mediates the relationship between these two variables. From the findings of this research, it means that the more intense brands do social media marketing, the

possibility that consumers will make purchases of a product, the more it will increase. The product in question is Rendang packaging from the Rendang Lokana brand. In line with the explanation in the first point which shows that what strengthens social media marketing as a variable that affects the relationship to consumer purchase decisions is in the statement of sharing opinions with other consumers facilitated through social media and in the statement of consumers finding other consumers who redistribute product information on social media. This means that brands must strengthen two-way communication created through brand social media, so that the purpose of social media marketing can be achieved in increasing consumer purchase decisions.

3. Brand awareness has a positive and significant influence on consumer purchase decisions. This means that if consumers of a brand are very familiar with a product from a brand, then these consumers will become consumers who always make purchases from the product, which means this will increase the possibility of consumers making purchases of a product.
4. The relationship between social media marketing and consumer purchase decisions is mediated by brand awareness (full mediation). This means that brand awareness acts as a reinforcement of the relationship between social media marketing and consumer purchase decisions, where if a brand conducts social media marketing effectively and efficiently, it will increase brand awareness of consumers towards the brand which will later make the

possibility of consumers making purchases of a product from a brand will increase as well.

5.2 Implication

This research has several implications based on research findings that can be used and useful in efforts to increase understanding of various innovations that can be a reference for the preparation of marketing strategies for SMEs that produce regional specialties, especially those operating in Pesisir Selatan Regency, it is hoped that Rendang Lokana will be chosen as the object of this research to be a representation of SMEs that produce similar products in Pesisir Selatan Regency. This research can be used and useful for the benefit of academics, researchers, and all parties without exception to formulate effective and efficient marketing strategies in increasing the promotion of a product and also reaching a wider market.

1. For further theoretical and academic research, this research is expected to be a reference or input for future studies, especially on marketing and also specific discussions about what solutions can be used by SMEs in increasing opportunities for product promotion. In this research assessing how far the influence of social media marketing on brand awareness and consumer purchase decisions, this research illustrates that SMEs can take advantage of innovations relevant to the current digital era in the preparation of their product marketing strategies. With the hope that SME owners can take advantage of this in reaching a wider market to keep their products competitive in the market.

2. Based on the findings of researchers in this research, researchers can recommend to SME business actors, especially to typical food in the Pesisir Selatan Regency area to give more attention to the use of social media as a product marketing tool of the brand in question, especially to innovations that are likely to have a positive impact on the sustainability of the use of social media as a marketing tool. Given the research findings that show that social media marketing is considered by respondents as a tool that facilitates two-way communication both with brands and with other consumers about sharing product information, these findings must be addressed wisely and then compile steps that must be taken in an effort to increase the use of social media marketing. Based on the findings of researchers, the average respondent said that they felt facilitated by two-way communication between consumers and other consumers or between consumers and brands, meaning that brands must focus on improving service to customers for the better and also innovate in making content ideas that will be presented so that consumers feel interested and then share back the information that has been conveyed by the brand to other potential customers who have not been reached by brand marketing. The use of social media as a marketing tool has proven efficient and effective in attracting larger consumers and also consumers who become buyers of products not limited to consumers who are close to the business location, because the nature of social media reaches more audiences without any limit to reach. Then, as researchers note, changes in actual conditions in the market are certain, therefore innovation

is something that must be maintained by a brand because in its implementation, the use of social media as a marketing tool will require creative ideas that are able to attract the attention of customers, brands must always be ready to interact with consumers because it is not uncommon for suggestions and criticisms from consumers to make brands more ready to move forward and become top of mind from consumers so as to increase sales of products from brands.

3. To stakeholders and also SME owners, especially in Pesisir Selatan Regency, this research is expected to be a reference in improving and reviewing more deeply strategic decisions and future plans for the government in an effort to improve the quality and quantity of SMEs in Indonesia, especially in Pesisir Selatan Regency, because it departs from the fact on the ground that SMEs are an important pillar for the nation's economy. This research can provide an overview of how effective and efficient social media marketing is for the sustainability of SMEs in the business development process. The government can review and make regulations that can improve the quality of SMEs, especially in the sector of utilizing social media as a marketing tool that is expected to make SMEs receive a positive impact and make SMEs more innovative and competitive in the market. It is expected that there will be a sustainable synergy between policy makers and SME business actors in improving the nation's economy. Then as a reference for business actors that social media which in this research is used as a marketing tool, it was found that making consumers

easier, especially in the communication that is established between consumers with consumers and consumers with brands, this is considered and believed to have a good impact on the creation of brand awareness from consumers of a product from the brand, when viewed from the findings in the field the average consumer is made very easy to remember A product from a brand from the results of social media marketing that is run. And in the field findings, it was found that the average consumer from the Rendang Lokana brand who was a respondent in this research stated that they made purchases of products from the Rendang Lokana brand departing from the information they obtained from social media related to Rendang Lokan products from the Rendang Lokana brand.

4. Social media marketing is part of the marketing approach discussed in this research, researchers hope this can be a solution for SMEs, especially SMEs that produce regional specialties in Pesisir Selatan Regency. This means that SMEs can take the references presented in this research in an effort to build innovative marketing concepts so as to take advantage of every business opportunity available. Then it is hoped that SMEs can maximize the use of social media marketing as one of the relevant marketing tools in today's digital era. So, by maximizing the use of social media marketing, it has a good impact on business actors and also for workers who are directly involved in it, such as making work more efficient, maximizing work potential, and also being a stimulant in increasing the number of consumers based on the marketing strategy implemented.

5.3 Limitation of Research

When conducting this research, the researcher discovered several limitations namely:

1. Researchers have limitations related to the topic, namely this research is only specific to marketing approaches that are closer to the digital era, namely social media marketing, which focuses on discussing social media marketing as one way that can be used for SMEs and to analyze the impact of this approach on brand awareness and consumer purchase decisions. On the other hand, there may be other marketing approaches that are more relevant and have more potential impact on SMEs in improving the purchasing decisions of their consumers.
2. This research is limited to population coverage, namely consumers domiciled in West Sumatra Province who were selected to be respondents in this research.
3. This research also has limitations related to the type of SMEs and also the area where SMEs run businesses, namely this research only focuses on one object, namely Rendang Lokana SMEs located in Pesisir Selatan Regency.
4. This research has a limitations in the number of samples, only limited to 150 respondents. And this research has limitations in adopting indicators used as question items or statements in research questionnaires, where researchers do not select all question items or statements from reference journals because researchers have to do some editing of indicators because

according to researchers not all question items or statements are relevant to this research.

5.4 Research Recommendation

Based on the findings and limitations of this research, researchers developed several recommendations for future studies that have research topics similar to this research:

1. For further research, it is better to develop more topics related to the marketing approach not limited to the approach through social media only. The digital era will continue to innovate and transform so that several adjustments are needed in carrying out marketing in the future.
2. For further research, it may be possible to expand the scope of the population considering that marketing using social media does not have a limited reach but all can be reached as long as it is still connected to social media, it is necessary to balance the research with a wider scope.
3. For further research, it may be possible to expand the scope of research again, not only limited to SMEs that produce regional specialties, because over time there will be many other SMEs with different business sectors.
4. For further research, researchers may need to reconsider the use of google forms as a medium for filling out questionnaires, to maintain the purity of the data generated from respondents, it is better to consider conducting direct meetings with prospective respondents so that the purity and honesty of consumers in filling out questionnaires can be maintained.