

## CHAPTER V

### CLOSING

This is the last chapter of the research, which contains of conclusion, limitation, implication of the research and recommendation for further research. In this chapter, there will be an explanation about the result, discussion and inference from the research objectives, specifically to see the influence of Brand Loyalty and Online Review Toward Purchase Decision on Cosmetic Product in Online Shopping with case study Maybelline cosmetic.

#### 5.1 Conclusion

The objective of this research are to analyze the influence of Brand Loyalty and Online Review Toward Purchase Decision on Cosmetic Product in Online Shopping with case study Maybelline cosmetic at Andalas University. Previously, the collected data from questionnaire of this research has been processed through Smart PLS 3.0 software with Partial Least Square (PLS) analysis. From the result of processed data which has been obtained in previous chapters, some conclusion can be taken as follows:

1. Brand Loyalty has a positive and significant influence on Purchase Decision on Cosmetic Product in Online Shopping. The direct and indirect testing indicated that Brand Loyalty has a direct effect on Purchase Decision. It's mean if the brand loyalty increased it will increase the purchase decision as well significantly. So, if the level of

Maybelline cosmetic product brand loyalty increased, the purchase decision also increased.

2. Online Review has a positive and significant influence on Purchase Decision on Cosmetic Product in Online Shopping. The direct and indirect testing indicated that Online Review has an direct effect on Purchase Decision. It's mean very important to consumer of Maybelline cosmetic product to read the review before their purchase the product in Online Shopping. The review of the product can helpful the consumer and make no worry about their decision.

## **5.2 Implication of The Research**

This research have some implications that can be used to improve the understanding in the effect of brand loyalty and online review toward cosmetic product in online shopping with case study Maybelline cosmetic. All of the hypothesis in this research were found to be accepted, which can be outputted in several implications :

1. The results of this research are expected to provide information for cosmetic companies, especially Maybelline to improve their products and online services satisfaction that will lead in increasing the number of loyal consumers and increase in companies sale.
2. This research is expected can be used as a reference source at Economic Faculty, Andalas University, expected to contribute on adding empirical evidence from previous research, can play a role in the development of

studies on marketing, and can help the future research that has the same concept.

### **5.3 Limitation of The Research**

This research have many limitations, therefore this research does not show the maximum results. This limitation is expected to be a consideration for future research. Limitations in this research are as follows:

1. This research only takes duration of time for 3 month, which is relatively short compare to others scientific research.
2. This research is only limited to test factors brand loyalty and online review influence toward purchase decision on consumers that gathered from online questionnaires, and do not discuss about product-based purchase factors, or the implications after intention to purchase
3. The various level of understandability and seriousness of the correspondents that occurs during quissionnaire dissemination process. Several quissionnaires are filled intentionally wrong and some answers are contracdictory with previous answer that have been given.

### **5.4 Recommendation**

1. It is recommended to expand the subject of the research scope, by not only specifically for Maybelinne brand but for cosmetics brands in general.

2. It is recommended to enlarge the scope of research, by not only taking and testing samples from university, but also thoroughly to the general public in the coverage of cities or provinces.
3. It is recommended to add other variables that are in accordance with the research, so that further research has a more varied study.
4. It is recommended to increase the number and diversity of the samples to be tested, to get the comprehensive result.

