

## CHAPTER V

### CONCLUSION AND RECOMENDATION

#### 5.1 Conclusion of Research

The Purpose of this research was to Investigate the effect of 3 dimensions of social media advertising which are informativeness, perceived relevance, interactivity and electronic word of mouth toward Online Purchase Intention at Shopee Marketplace. This research was conducted using a quantitative approach which included primary data collection, obtained from social media users who were domiciled in West Pasaman and have seen Shopee online ads on Any social media. This research use questionnaire as instrumental research which has collected 100 respondents through *offline questionnaire*. There are four hypothesis formulation which has gone through several tests such as: Multiple linear regression formula, t tes, f tes, determination test and hypothesis testing. All data collected is processed using SPSS and has the following conclusions:

1. Informativeness has positive and significant impact on Online Purchase Intention. This indicate informativeness of Shopee Ads in social media have direct impact to audiences for their product.
2. Perceived relevance has positive impact on Online Purchase Intention. This indicates perceiving thought on Shopee Ads increasing of Online purchase intention in Shopee Marketplace .
3. Interactivity have positive impact toward Online Purchase Intention. It prove that information that Shopee shows in the ads lure the audience interest to Shopee Marketplace.

#### 4. Electronic Word of Mouth have positive impact on Online Purchase Intention.

It shown by the creativity of the Shopee ads where it providing feature to the customer and buyer thus it give more interest for the audience to try and access their marketplace

### 5.2 Implication of research

The Result of this research have certain implication for increasing Online purchase intention of the audiences by providing more interesting information through online ads. Shopee ads have powerfull existence on the social media where it can seen by everyone nowadays. Thus, giving the best interaction and perceiving usefulness information can attract more attention the their marketplace.

Furthermore, Shopee's strategic use of social media for advertising plays a crucial role in shaping the online purchase intentions of its audience. By leveraging platforms such as Facebook, Instagram, and TikTok, Shopee creates targeted ad campaigns that resonate with users' interests and behaviors. These ads are designed to capture attention through visually engaging content, personalized recommendations, and interactive features, thereby enhancing the relevance of the advertisements to each viewer. This tailored approach not only increases the visibility of Shopee's offerings but also fosters a sense of urgency and exclusivity, motivating users to act on their purchase intentions. The effective use of social media ads allows Shopee to engage with potential customers at various stages of their buying journey, ultimately driving higher conversion rates and reinforcing the platform's presence in the competitive e-commerce landscape.

Electronic word of mouth (eWOM) significantly influences online purchase intentions on Shopee's marketplace by harnessing the power of user-generated content and social proof. Positive reviews, ratings, and recommendations shared by previous customers build trust and credibility, creating a compelling narrative that resonates with potential buyers. When consumers encounter favorable feedback about products or the shopping experience on Shopee, it reinforces their confidence in making a purchase. The immediacy and reach of eWOM amplify the impact of these endorsements, as users are more likely to trust peer opinions over traditional advertising. As a result, eWOM effectively drives consumer engagement and conversion rates by leveraging authentic customer experiences to shape perceptions and guide purchasing decisions within the competitive e-commerce environment..

### **5.3 Research Limitation**

This research is not without limitations, which can see as follow:

1. The population only focus at West Pasaman..
2. The data obtain also limited because of considering the offline questionnaire.
3. This study focuses solely on the effects of informativeness, perceived relevance, interactivity, and electronic word of mouth (eWOM), and does not explore other variables within the content marketing process.

### **5.4 Suggestion**

Based on the findings, the conclusions and limitations of this study can be drawn, and several suggestions for future research can be made, namely: norms, and economic conditions, impact consumer behavior in various regions can provide valuable insights for global marketing strategies.

1.Future can try to elaborate more about other dimensions of social media advertising in order to wider scope about this variabel.

2. To achieve more accurate research results, it is advisable to either replace the current sample or increase the number of respondents beyond those used in this study.

3. Additionally, future research could compare the effectiveness of social media marketing strategies across different brands within the same platform.

