

## Chapter V Conclusion

### 5.1 Research Conclusion

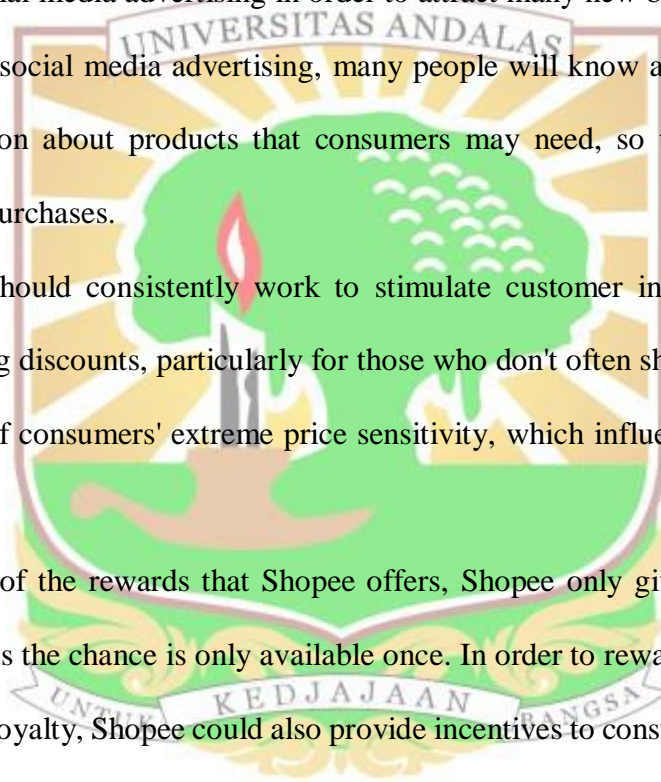
In order to examine the impact that one or more factors have on other variables, this study employed quantitative research with the primary source of data collection through hypothesis testing. This research aims to discover the influence of social media advertising, sales promotion and online customer reviews on customer purchase decisions of the Shopee consumer in Padang. There are three hypothesis development in this research. Following testing in SmartPLS 4.1 using tests like the R-square test for the inner model and the descriptive statistics assessment of the outer model (convergent validity, discriminant validity, and reliability test), the following three hypotheses may be drawn:

1. Social media advertising has a positive impact on customer purchase decisions of Shopee consumer in Padang. It is mean many people are interested in buying an item after seeing an advertisement on social media. and also with the existence of advertisements on social media, it makes it easier for buyers to continue to get the latest information about a product, thus increasing the possibility of people buying a product.
2. Sales promotion has a positive impact on customer purchase decisions of Shopee consumer in Padang. It is mean sales promotions carried out by Shopee greatly influence consumer to shop at Shopee.
3. Online consuer review has a positive impact on customer purchase decisions of Shopee consumer in Padang. it means more higher reviews on Shopee marketplace will increase customer purchase decisions on Shopee marketplace.

## 5.2 Research Implication

Based on the findings of this study and the questionnaire that Shopee customers completed, it is envisaged that this research would be useful in helping the firm stimulate customer repurchase intentions, which will boost sales. As a result, this study is anticipated to aid scholars in the advancement of science, particularly in the area of marketing. The following are the research findings implication.

1. Shopee must always increase efforts to encourage buyer intentions by promoting using social media advertising in order to attract many new buyers. This is because by using social media advertising, many people will know about Shopee and new information about products that consumers may need, so they are interested in making purchases.
2. Shopee should consistently work to stimulate customer intents by aggressively promoting discounts, particularly for those who don't often shop on Shopee. This is a result of consumers' extreme price sensitivity, which influences their decision to buy.
3. In terms of the rewards that Shopee offers, Shopee only gives out prizes to new users, thus the chance is only available once. In order to reward and show gratitude for their loyalty, Shopee could also provide incentives to consumers who have made frequent purchases.
4. Shopee needs to use reviews in the review column to determine what issues need to be fixed. It can also decrease the number of negative reviews in the review column, which will improve Shopee's reputation among consumers. Shopee must take note of all reviews, both favorable and unfavorable, since they will influence a customer's decision to purchase a product from the shopee marketplace.

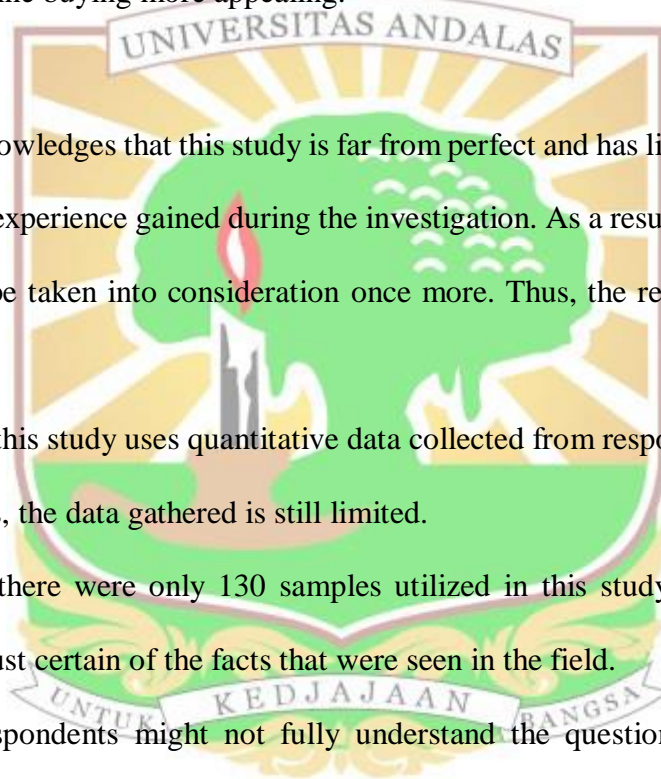


5. Shopee should concentrate on demonstrating customers that credit card transactions are secure. In order to increase customer confidence and willingness to utilize credit cards, Shopee can inform and engage relevant partners, including banks that issue credit cards, and give exclusive deals or discounts to credit card holders. In order to keep consumers happy, Shopee must also constantly monitor the competition in the online buying and selling sector and maintain its facilities, services, convenience, and security. Additionally, the business has to keep coming up with new services to make online buying more appealing.

### 5.3 Limitation

The researcher acknowledges that this study is far from perfect and has limits to the anticipated outcomes based on experience gained during the investigation. As a result, it is anticipated that future studies will be taken into consideration once more. Thus, the research's shortcomings are:

1. Because this study uses quantitative data collected from respondents' questionnaire responses, the data gathered is still limited.
2. Because there were only 130 samples utilized in this study, it was only able to explain just certain of the facts that were seen in the field.
3. Some respondents might not fully understand the questionnaire that has to be completed, therefore their perceptions of the responses may lead to a particular understanding of this study.
4. There are only three independent variables included in this study: Social media advertising, sales promotions, and online consumer review, a broad understanding of the factors that influence the dependent variable, namely customer purchasing decisions, is not possible.



## 5.4 Sugestion

There are several recommendations obtained from the research results that can be used for further research and proven to be useful for several parties in the future. The following are some recommendations made by researchers:

1. For further research, it is advised that this research be expanded, for example, by including additional variables, for future researchers who will carry out this study with the same topic or title. in order to produce better studies in the future.
2. For further research, it is advised that different items be used for future study in order to produce a variety of research findings.
3. For further research, It is advised that to expand the sample size in order to improve the findings of this investigation.
4. For further research is recommended to make better use of research time to produce satisfactory research of results.

