

## CHAPTER 5

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the results of research and discussion are used in accordance with the purpose of the hypothesis, some conclusions can be concluded as follows:

1. Influencer credibility is proven to have a not significant and negative effect on attitude towards brand. The respondent's response on influencer credibility can't determine the level of attitude towards brand on Shopee Indonesia. Thus the first hypothesis ( $H_1$ ) that stated "Influencer credibility exerts a positive impact on attitude towards brand" Shopee Indonesia is rejected. This is means that an influencer with bad credibility will not affect the attitude of consumer on Shopee Indonesia. A good credibility of influencer can build the consumers perception about the brand so it will build a positive attitude of consumer about Shopee Indonesia application. So Shopee Indonesia must choose an Influencer that have a good credibility with a good knowledge and can be trust.
2. Influencer credibility is proven to have a not significant and negative effect on online purchase intention. The respondent's response on influencer credibility can't determine the level of online purchase intention. Thus the second hypothesis ( $H_2$ ) that stated "Influencer credibility exerts a positive impact on online purchase intention" Shopee Indonesia is rejected.

This is means that, it is a warning for Shopee Indonesia on connecting sales figure with Influencer because they don't give significant and positive impact to online purchase intention. By choosing an Influencer with a good knowledge about Shopee Indonesia, it will drive the intention of consumers to buy product at Shopee Indonesia. Because from the

indicator result show that respondents was not trust on Shopee Indonesia influencer and the knowledge possessed by Shopee Indonesia Influencer was not convince consumers to buy products at Shopee Indonesia. So Shopee must choose the right Influencer that can represent the company well to a wide audience.

3. Online Brand Image is proven to have a significant and positive effect on attitude towards brand. The respondent's response on online brand image can determine the level of attitude towards brand. Thus the thirds hypothesis ( $H_3$ ) that stated "Online Brand Image exerts a positive impact on attitude towards brand" Shopee Indonesia is accepted.
4. Online Brand Image is proven to have a significant and positive effect on online purchase intention. The respondent's response on online brand image can determine the level of online purchase intention. Thus the fourth hypothesis ( $H_4$ ) that stated "Online Brand Image exerts a positive impact on online purchase intention" Shopee Indonesia is accepted.
5. Lifestyle is proven to have a significant and positive effect on attitude towards brand. The respondent's response on lifestyle can determine the level of attitude towards brand. Thus the fifth hypothesis ( $H_5$ ) that stated "Lifestyle exerts a positive impact on attitude towards brand" Shopee Indonesia is accepted.
6. Lifestyle is proven to have a significant and positive effect on online purchase intention. The respondent's response on lifestyle can determine the level of online purchase intention. Thus the sixth hypothesis ( $H_6$ ) that stated "Lifestyle exerts a positive impact on online purchase intention" Shopee Indonesia is accepted.
7. Attitude Towards Brand is proven to have a significant and positive effect on online purchase intention. The respondent's response on attitude towards brand can determine the level of online purchase intention. Thus the last hypothesis ( $H_7$ ) that stated "Attitude towards brand exerts a

positive impact on online purchase intention” Shopee Indonesia is accepted.

## **5.2 Suggestion**

Based on the conclusion, it can be given a number of recommendations in the form of suggestions that can be taken into considerations as follows:

### **5.2.1 Suggestion for Theoretical**

1. For the next research, it is better to add more exogenous variables such as price, perceived ease of used, public opinion, and other which is also affecting the attitude towards brand and online purchase intention to use as the dependent variable.
2. For the nest research should also increase the number of the respondents, so it will be include more diversity and get the respondent outside Surabaya so the data will be more diverse.

### **5.2.2 Suggestion for Practitioners**

1. Shopee Indonesia should pay more attention about their online marketing with influencer. The credibility of influencer can’t meet the need of consumers and can’t affect them to buy product from Shopee Indonesia. It will be better if Shopee Indonesia can have a new way to increase the intention of consumer to buy product in Shopee Indonesia.
2. Shopee Indonesia should triggering consumers attitude towards brand by adding some campaign or promotion in order to attract the target market.
3. Shopee Indonesia should develop their brand image because from this study it can be seen that not all the respondents have a good perception about Shopee Indonesia. Nowadays, Shopee Indonesia competitor competing to be number one e-commerce in Indonesia. So build a strong brand image is important for Shopee Indonesia.

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