

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

1. Hypothesis 1 which states that electronic word of mouth influences purchase intention on The Face Shop cosmetic product in Surabaya, is accepted. The influence is positive and significant. This proves that electronic word of mouth can increase the influence of purchase intention on The Face Shop cosmetic product in Surabaya.
2. Hypothesis 2 which states that electronic word of mouth influences brand image on The Face Shop cosmetic product in Surabaya, is accepted. The influence is positive and significant. This proves that electronic word of mouth can increase the influence of brand image on The Face Shop cosmetic product in Surabaya.
3. Hypothesis 3 which states that brand image influences Purchase Intention on The Face Shop cosmetic product in Surabaya, is accepted. The influence is positive and significant. This proves that the brand image can increase the influence of Purchase Intention on The Face Shop cosmetic product in Surabaya.
4. Hypothesis 4 which states that electronic word of mouth influences Purchase Intention through brand image on The Face Shop cosmetic product in Surabaya, is accepted. The influence is positive and significant. This proves that electronic word of mouth can increase the influence of purchase intention through a brand image on The Face Shop cosmetic product in Surabaya.

5.2 Limitations of research

This research has been tried as much as possible, but there are still some limitations in the study including:

1. Who has the intention to take care of all people who have the intention to buy Cosmetics Face Shop is not limited to the area of Surabaya City, so the results of this study can be generalized in a wider scope.

2. Methods of collecting data using a questionnaire, so that it would be better if interviewed with the method so that the results are more diverse and more complete.
3. Research only examines the electronic influence of purchase intention by word of mouth mediated by brand image. There are still many other factors that influence influences such as brand awareness, brand equity, quality and promotion of brand trust products.

5.3 Suggestions

Based on the discussion of the research in this study, this study suggests several things as follows:

1. Practical Advice

A. Suggestions for managing electronic words by word of mouth

The Face Shop must understand the importance of marketing and providing information through social media, especially Instagram and YouTube. Providing information can be one of the triggers for the formation of interactions between consumers or it can be called Electronic Word of Mouth (eWOM) communication. And the Company is also expected to increase special attention to the importance of the role of Electronic Word of Mouth (eWOM) in the community, because eWOM variables have a significant influence on Visit Interests and Visit Decisions, among others by respecting reviews given by others. about the social media product, The Face Shop. Appreciation can be in the form of repost or other attractive prizes from the company.

b. Suggestions for managing brand image

Brand Image is one component that needs attention from the company. Therefore, in building and managing a brand image, good support is needed. can be a supporter or a good review through social media. In addition, acceptance from the audience also affects the appearance of a good brand image in the minds of consumers. The Face Shop in this case must be able to maintain its reputation by providing complete product introduction through

social media so that the audience can receive products and messages that are sent to the maximum.

c. Suggestions for managing purchase intentions

Increased Purchase Intention on The Face Shop cosmetic products can be done by providing attractive promotions both online and offline and making visits to target markets (such as campuses, offices, several events).

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