

CHAPTER 5

CONCLUSION, LIMITATION, AND SUGGESTION

5.1 Conclusion

This research was conducted by developing a model for analysing Consumer Purchase Intention on Everwhite's LINE official account. The literature review carried out has guided the researcher in producing a research model formed by the influence relationship between 3 variables, those are Social Network Marketing, Consumer Engagement, and Consumer Purchase Intention.

According to the introduction in Chapter 1, this research was prepared as an attempt to conduct a more in-depth study of how Social Network Marketing and Consumer Engagement impact the Consumer Purchase Intention for Everwhite's LINE official account. Based on the data analysis process discussed in the previous chapter, the results of the testing and model analysis are briefly presented in the following section.

The model was tested based on questionnaire data collected from 150 respondents. The results of the questionnaire analysis are valid and reliable, which indicates that the model as a whole meet the requirements and some accepted. From the research analysis results it has addressed 4 research problems and the conclusions are:

1. From the data obtained in table 4.16, the results state that Social Network Marketing has a significant positive impact on Consumer Purchase Intention. This is because Everwhite manages well the social media used and makes promotions that are quite attractive considering that this company is based on social media in its sales, so that it gets good interaction from consumers and increases Consumer Purchase Intention to their products.
2. This research shows that there is a significant and positive but poor relationship between Social Network Marketing and Consumer Engagement, based on the average study used in the previous section. Consumers inevitably can only get information and understanding about Everwhite products from their LINE official account so that social media creates Consumer Engagement.

3. This study shows that there is no positive correlation between Consumer Engagement and Consumer Purchase Intention. This is because there is no room for consumers to share their reviews or experiences on Everwhite's official LINE accounts, while consumers rely heavily on online reviews obtained from the experiences of friends, family members, or even strangers that can increase Consumer Purchase Intention in Everwhite products.
4. As can be seen in Table 4.16, the hypothesis about Consumer Engagement as a mediator of the relationship between Social Network Marketing and Consumer Purchase Intention is insignificant and unaccepted. Even though the Social Network Marketing created by Everwhite is very attractive and increases Consumer Purchase Intention, the lack of facilities or features that must be provided for consumers to share and exchange opinions or experiments about Everwhite products on their official LINE official accounts causes Consumer Engagement were not well formed.

5.2 Limitation

The research limitations that can be taken from this analysis are the Consumer Engagement variable is insignificant in affecting consumers purchase intention, which means that the outcomes are less than ideal. The explanation for this is the limited number of respondents in this study who answered the questions, as well as the limited number of Everwhite's LINE Official Account followers. As one of the limitations of this study, the Everwhite product user community has not been found. The community should also be involved as respondents in research because usually users of a product have their own community.

The fact that this analysis uses Google Form in data collection so that a lot of data is not normal and causes some errors in some Structural Equation Modelling (SEM) tests using LISREL is another weakness of this study. The researcher cannot overcome the possibility of abnormal data since all data is taken on the basis of the opinion of the respondent.

5.3 Suggestion

5.3.1 Practical Suggestion

Based on the research results, the Social Network Marketing and Consumer Engagement variables are important variables in determining Consumer Purchase Intention, so that for practical purposes it should be more focused on these variables. Many respondents felt that there was no room for them to share their opinions and experiences about Everwhite products so they had no more reason to spend a lot of time on social media used by Everwhite and that it caused them to be reluctant to use the service provided. Because of this, the respondents considered the sacrifices made to form Consumer Engagement through this service were not worth what was received. The advice that can be given to Everwhite is that they have to open the comment column feature for every promotional post shared to followers. This also helps to see whether the promotional techniques have been carried out effectively and see the response of followers to the product being marketed.

5.3.2 Theoretical Suggestion

Suggestions for further research, researchers must select respondents carefully. This research only examines users of the Everwhite's LINE Official Accounts in Surabaya, for further research it is recommended to also examine other areas, so that we can find out the perceptions of the community in various regions. The use of Google Form as a platform for data collection is also considered ineffective with many shortcomings which ultimately affect the results of data processing using SEM using LISREL to be less optimal and less accurate. For further research, it is better to choose respondents who have bought or used the product as the object of research so that the ultimate variable that should be used is Consumer Repurchase Intention.

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