

## **CHAPTER V**

### **CONCLUSION AND IMPLICATIONS**

#### **A. Conclusion**

Based on previous statistical tests related to The Influence Of Brand Image, Brand Awareness, Brand Experience, And Brand Reputation On Purchase Intention With Customer Trust As A Mediating Variable (Study On Customer Sociolla Online Shopping Site), the following conclusions can be drawn:

1. Brand Image has no significant effect on Customer Trust.
2. Brand Awareness has no significant effect on Customer Trust.
3. Brand Experience has no significant effect on Customer Trust.
4. Brand Reputation has a significant effect on Customer Trust.
5. Brand Image has a significant effect on Purchase Intention.
6. Brand Awareness has no significant effect on Purchase Intention.
7. Brand Experience has a significant effect on Purchase Intention.
8. Brand Reputation has a significant effect on Purchase Intention.
9. Customer Trust has a significant effect on Purchase Intention.
10. Brand Image has no significant effect on Purchase Intention through Customer Trust mediation.
11. Brand Awareness has no significant effect on Purchase Intention through Customer Trust mediation.

## **B. Implications**

1. The reputation of the brand owned by Sociolla must be maintained and improved in order to give confidence to consumers regarding the selection of beauty products offered. In this case, Sociolla needs to bring in a well-known Brand Ambassador to increase Sociolla's reputation so that Sociolla is better known to the wider community and becomes a well-known beauty online shop.
2. The brand image of Sociolla's affects consumer purchase intention. Therefore, companies must continue to innovate to provide service features and facilities that can be obtained by consumers so that consumers are increasingly growing and diverse.
3. The brand experience felt by consumers when choosing the Sociolla online shop must continue to be improved. All forms of product trouble and misunderstanding must be evaluated immediately and it is important for Sociolla to reward loyal consumers so that they can continue to use Sociolla as a beauty online shop.
4. Sociolla's brand reputation affects purchase intention, therefore it is necessary to increase attractive promotions using influencers through personal branding or endorsements in order to attract new consumers and introduce Sociolla.
5. Consumer trust is one of the factors that influence the purchase of Sociolla, therefore it is necessary for the company to provide attractive promotions and rewards to new consumers and loyal Sociolla consumers.

### **C. Research Limitations**

1. The data collection method only used online questionnaire. It would be better if the data collection method combined with interviews to obtain more complete research results.
2. There are limitations in the open questionnaire, because there are some answers that do not show the actual situation and the answers are out of context. So the responden's answer is not feasible to use.
3. The data in this research have low reliability and validity which causes many hypotheses rejected.

### **D. Suggestions**

1. It is hoped that for further research, researchers can make items from questions that are easier to understand by respondents.

