

CHAPTER V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the results of the research and discussion above, the following conclusions can be drawn:

1. E-WOM has a positive and significant effect on repurchase intention, meaning that the higher the E-WOM in the product, the more interested consumers are in purchasing products from Camille Beauty.
2. E-service quality has a positive and significant effect on repurchase intention, meaning that the higher products or company has e-service quality, the repurchase intention will be increased, and gave affects the resale of Camille Beauty products.
3. E-WOM has a positive effect on e-satisfaction, meaning that the higher the E-WOM of a product offered, the product is increasing and the product is increasing and the changes are significant.
4. E-service quality has a positive and significant effect on e-satisfaction, meaning that the higher the company or product in e-service quality, and it has the higher impact on consumer e-satisfaction for camille beauty products and significant changes.
5. E-satisfaction has a positive and significant effect on repurchase intention, meaning that higher consumer e-satisfaction with the product will be able to affect the repurchase of the product.

6. E-satisfaction can't mediate the effect of the E-WOM relationship on repurchase intention, meaning that the higher the E-WOM, the direct repurchase intention will also increase but not with the e-satisfaction mediating variable.
7. E-satisfaction can't mediate the effect of e-service quality on repurchase intention, meaning that the higher the e-service quality for a product or company, it wouldn't impact on increased repurchase intention if previously the consumer felt e-satisfaction.

B. Implications

From the research results obtained, several implications can use as material for consideration and be useful input for interested parties, including the following:

1. E-service quality carried out by Camille Beauty is to develop a website that is owned to provide convenience in terms of web design that is more attractive and doesn't seem difficult to operate. Another thing that tidying up the web layout will make consumers an attractive first impression when visiting the website.
2. Camille Beauty on social media also on their website, can add many articles that can be read by consumers to show information about their products, and how products are needed by consumers. Product information that is by the state of the product as it should be, makes consumers get the pieces of information and don't feel disappointed after buying so that no consumers express their dissatisfaction in the comments column.

3. To continue to increase repurchase intention, Camille Beauty can carry out promotional activities in the form of advertisements and a movement to consumers and potential consumers to care for and pay attention to body parts. Camille Beauty can also create events that allow them to educate about taking care of it by introducing the product more broadly to potential consumers.
4. Camille Beauty needs to manage the reviews on social media and its website, not only positive reviews but also negative reviews that can be used for the evaluation and improvement of products and services. Reviews on products that are processed to be perfect can result in a more positive tendency to revisit an online store for future repurchases and maintain credibility for products and services.
5. Camille Beauty needs to pay attention and also improve the relationship between consumers and sellers to have a good relationship and provide a positive response to both parties. Camille Beauty in various forms ranging from social networking sites to various media for Camille users or followers to interact and participate in virtual social activities that can strengthen the virtual relationship between them.

C. Limitation of Research

1. This research only covers specific products that have recently competed in this industry, namely skincare from Camille Beauty as the object of this research. Based on this, further research can conduct a scope of research on cosmetic products in companies that have long been established in the cosmetic industry competition
2. The questionnaire didn't ask for more detailed information to find out the background of the respondents as consumers of Camille Beauty products. The primary data in the study only used answers from online questionnaires and didn't conduct direct interviews with respondents. In the future, it is recommended to add other characteristics as additional information and more detailed insight.

