

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

1. Brand Awareness has a positive effect on Purchase Intention.
2. Brand Reputation has a positive effect on Purchase Intention.
3. Brand Association has no effect on Purchase Intention.
4. Brand Awareness has a positive effect on Brand Trust.
5. Brand Reputation has a positive effect on Brand Trust.
6. Brand Trust has a positive effect on Purchase Intention.
7. Brand Trust mediate the influence of Brand Awareness on Purchase Intention.
8. Brand Trust mediate the influence of Brand Reputation on Purchase Intention.

#### B. Implication

##### 1. Managerial Implication

For a company, from this research it can be a reference for the Deca Group company which houses the Everwhite Skincare brand, in making decisions or policies in an effort to develop the company. In research that can lead to consumer purchase intentions for Everwhite Skincare products are Brand Awareness and Brand Reputation. Brand Awareness and Brand Reputation are triggers for consumers to make purchases. Everwhite Skincare can pay special attention to Brand Awareness, such

as increasing attractive promotions and advertisements on various social media, so that it can attract more people to know about Everwhite Skincare products.

Another factor that can help Everwhite Skincare increase interest in buying is paying attention to Brand Reputation. Such as developing better product quality, improving the formulas of ingredients used in Everwhite Skincare products, and holding more collaborations with trusted people such as famous artists. So that will improve Everwhite Skincare's reputation for the better. This will have an impact on consumer purchase intentions and will certainly be more profitable.

## **2. Theoretical Implication**

For the future researchers, may add other independent variables, such as Price, Promotion, Brand Image, and Brand Love, as recommended by DAM (2020), to explore and develop causal relationships between Brand Awareness, Brand Reputation, Brand Association, Brand Trust, and Purchase Intention. With the hope that other studies can reveal more information about Purchase Intention variable.

## **C. Research Limitations and Suggestions**

### **1. Limitation**

In this study, the goodness of fit test results were obtained which were still within the marginal fit criteria. These results can later be an

improvement in further research, researchers can modify models or variables to obtain good structural characteristics (good fit).

## 2. Suggestion

- a. In future research, it is suggested that researchers can add new variables or change some of the variables into other variables, such as Price, Promotion, Brand Image, and Brand Love, as recommended by DAM (2020).
- b. In future research, researchers can also add theories related to variables in similar research, in order for researchers to only focus on what they want to research and not discuss beyond that. An example can use Planned Theory Behavior.

