

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

1. Brand image has a positive effect on purchase intention.
2. Information quality has a positive effect on purchase intention.
3. Information quality has a positive effect on attitude toward user generated content.
4. Source credibility has no effect on purchase intention.
5. Attitude toward user generated content has a positive effect on purchase intention.
6. Attitude toward user generated content mediates the effect of information quality on purchase intention.
7. Attitudes towards user-generated content influence source credibility on purchase intentions.

B. Implication

1. Theoretical Implication

This study uses the Theory of Planned Behavior to measure consumers' purchase intention towards Scarlett Whitening body care. TPB explains that the behavior carried out by individuals arises because of the intention of the individual to behave.

Other factors that can help Scarlett Whitening are increasing purchase intention, subjective norms, and perceived behavioral control prices, e-WOM, promotions, brand awareness, and product

quality. With the hope that further research can reveal more information about purchase intention.

2. Managerial Implication

- a. This research becomes a reference for the marketing manager of Scarlett Whitening brand in making decisions or policies in an effort to develop the company. In this study, what can lead to consumer purchase intentions for Scarlett Whitening body care products are brand image, information quality. Brand image and information quality are triggers for consumers to make purchases. Scarlett Whitening can pay special attention to brand image, such as creating product designs that have a special meaning for each product so as to give a good impression that sticks in the minds of consumers.
- b. This research can be a reference for content creators or influencers to always increase their credibility so that consumers are interested in watching the content that is created, by being honest in reviewing a product, being an expert in the field of beauty, and having broad insights.
- c. Another factor that can help Scarlett Whitening to increase buying interest is paying attention to the quality of the information. Information that is always up to date, always provides accurate information about how to use it, what are the benefits of each product, mentions the ingredients in the product

so that consumers believe that the product is safe to use, provides new knowledge related to beauty. This will have an impact on consumer purchase intentions and will be profitable.

C. Research Limitations

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).

