

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Research Conclusions

Based on the results obtained in this study, it can be concluded that

1. Cultural orientation positively affects consumer engagement behavior
2. Inspirational content positively affects consumer engagement behavior
3. Consumer engagement behavior positively affects consumers' purchase intentions
4. UI/UX moderates the influence of consumer engagement behavior on consumers' purchasing intentions.

B. Suggestion and Limitations

1. Suggestion for E-Commerce

Based on the conclusions obtained from the results of research conducted by researchers providing advice to Shopee managerial are as follows:

- a. Indonesia is a multicultural country with a lot of diversity and different backgrounds. Every consumer has different preferences in shopping. Based on Hofstede-Insight (2021), Indonesia is a country of collectivism, *power distance*, low masculine, tends to avoid risks, and think long-term. However, sometimes the cultural background becomes biased to see the amount of diversity that exists in Indonesia. Therefore, the most important thing for E-Commerce companies is to be able to recognize the background of consumer

culture and provide their needs according to their background. Through this, it will increase consumer participation in e-commerce platforms.

- b. Inspirational content has a strong influence in attracting consumer interest and participation in the activities and operations of e-commerce companies. So, it is important for companies to not only store commercially oriented advertisements but there is a message that is able to inspire consumers to do something
- c. Improving the quality of UI / UX is important to do at all times following the needs and situations that exist. Providing a user-friendly place is an important need for e-commerce companies. Through this research, it is proven that UI / UX is able to moderate the relationship between consumer engagement behavior and purchase intentions.
- d. E-commerce companies must approach consumers and provide features that can stimulate consumer engagement as part of the company's operations. Consumers who are involved in a consumer activity will provide good feedback in the future because they feel satisfaction with their aspirations. This research proves that consumer engagement behavior has a positive influence on consumers' purchasing intentions.

2. Research Limitations

Researchers need to explain that this research has limitations that need to be considered in the research that will be carried out in the future. The research limit in this study is the number of samples is still too small.

