

CHAPTER V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the results of the research and discussion above, it can be concluded as follows:

1. Social media advertising has a positive and significant effect on online purchase intention, meaning that the higher the level of social media advertising that is done, can make consumers more interested in purchasing products that are on Street Boba Purwokerto
2. Sales promotion has a positive and significant effect on online purchase intention, meaning that the higher the level of a company conducting sales promotions, the online purchase intention will increase, and be able to influence the level of sales on Street Boba Purwokerto products
3. Gender cannot moderate the effect of the social media advertising relationship on online purchase intention, meaning that gender does not strengthen or weaken the impact of social media advertising on online purchase intention.
4. Gender cannot moderate the effect of sales promotion on online purchase intention, meaning that gender does not strengthen or weaken the impact of sales promotion on online purchase intention.

B. Implications

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

1. Managerial Implication

- a. For social media advertising, street boba should add more information about their product, for example how to make it, the ingredients used, and explain the taste of the product. Interesting product information makes customers more confident and enjoys trying their products, it is also possible for them to share it with others which results in a wider dissemination of information which is expected to increase interest in buying the product.
- b. For sales promotion, street boba should join more event and held an interesting mini-games with their product or a coupon as a reward so that later consumers can get benefits for them to be more interested which is expected to result in increased product sales.

2. Theoretical Implication

- a. This study cannot prove the effect of gender as a moderating variable between social media advertising and sales promotion on online purchase intention. Thus, the next research can re-examine the moderating role of gender, or analyze other moderating variable such as age, education, or income based on recommendation from (Khaleeli, 2020)

- b. R^2 in this study is still relatively small, which is equal to 55.8%. Therefore, for future research, can add other independent variables such as the influence of trust, risk, or behavior (Bakar & Bidin, 2014), so a clear model of the antecedents of online purchase intention can be portrayed.

