

V. CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the statistical tests of research that have been carried out, the following conclusions can be drawn:

1. Electronic Word of Mouth (E-WOM) have a significant influence on purchase intention.
2. Online communities have a significant influence on purchase intention.
3. Brand trust mediate influence of Electronic Word of Mouth (E-WOM) and purchase intention.
4. Brand trust mediate influence of online communities and purchase intention.
5. Brand trust have a significant influence on purchase intention.

B. Implication

1. Empirical Implications

The results of this study can be used by Ion88 Foodstall as material for consideration in developing a business strategy to increase customer intention to purchase from Ion88 Foodstall, and possibly by MSME who may also use the study as a reference in enhancing business strategy since it is an empirical study. This is how it is written:

- a. Based on the analysis result it is concluded that Electronic Word of Mouth (E-WOM) have a significant influence on purchase

intention. The recommendations that can be made based on this conclusion are as follows: Ion88 Foodstall raises EWOM in the following ways to enhance purchase intention:

- 1) Ion88 can create quality and informative content that can attract attention and influence consumers.
- 2) Ion88 can also create informative and educational marketing content, not only introducing its products but can provide tips about food or cuisine to consumers to increase consumer knowledge.
- 3) Ion88 can actively participate in online communities such as @Unsoedfess1963 accounts where Ion88 can participate in discussions about its own products that are being discussed by other users which in turn can provide answers needed by other consumers.

b. Based on the analysis result it is concluded that online communities have a significant influence on purchase intention.

The recommendations that can be made based on this conclusion are as follows: Ion88 Foodstall raises online communities in the following ways to enhance purchase intention:

- 1) Ion88 can be more rewarding to community members as @Unsoedfess1963 who contribute positively such as praise, recognition, or special rewards.

- 2) Ion88 can more actively facilitate discussion and collaboration between community members on @Unsoedfess1963 which can increase community value.
 - 3) Ion88 can further encourage community members in @Unsoedfess1963 to actively contribute and share their knowledge.
 - 4) Ion88 can listen to and value the opinions of community members on @Unsoedfess1963 by providing opportunities for members to share their ideas, suggestions, or feedback. In addition, Ion88 can respond attentively and is open to feedback.
- c. Based on the analysis result it is concluded that brand trust mediate influence of Electronic Word of Mouth (E-WOM) and online communities on purchase Intention and brand trust have a significant influence on purchase intention. The recommendations that can be made based on this conclusion are as follows: Ion88 Foodstall raises brand trust in the following ways to enhance purchase intention:
- 1) Ion88 can focus more on building trust and credibility among consumers such as by providing high-quality products or services, responding quickly and professionally to consumer reviews or inquiries, and communicating openly and honestly.

- 2) Ion88 can be more transparent in communication with consumers. Be honest and open about the products, production processes, or services provided to consumers.
- 3) Ion88 can reward consumers for their support such as special offers, discounts, or loyalty programs as a form of reward.
- 4) Ion88 can better manage consumer reviews and feedback wisely such as responding politely and being open to consumer reviews, both positive and negative.

2. Theoretical Implications

The research's findings and the research's limitations are used to provide recommendations for additional study. It is believed that by expanding on the existing study factors or introducing new ones, the results of this study will serve as a guide for future research. Future research studies can incorporate factors like brand equity, brand loyalty, and so on as dependent variables and mediating variables like brand image, customer revisit intention, and so forth as mediating variables.

C. Limitation of Study

This research still has shortcomings and limitations in research. Therefore these limitations can be noted for subsequent researchers:

1. This research was dominated by respondents aged 17-22 years and worked as students so that the answers to the statements submitted had similar characteristics.

2. Limitations that exist in survey methods where researchers cannot control the answers given by respondents, where respondents may not be honest in giving answers/responses, besides that the answered questions are difficult to interpret more deeply because respondents give short answers.
3. The next limitation is in the model test where some of the data results obtained in this study are in the marginal category, so to compile a study that is close to perfect must be studied further to get fit results.

D. Suggestion

Based on the results of this study, the following suggestions can be given:

1. Based on the limitations of the study, the authors suggest that future researchers can use respondents with various age characteristics as well as professions.
2. From the results of this study found that brand trust mediates between online communities and electronic word of mouth for purchase intention, which can be considered by MSME actors to improve and develop their strategies. Using the findings of this study, MSME players can better manage their online reputation, respond effectively to consumer reviews and comments, and build a positive brand image in online communities.
3. Future researchers can develop the variables studied, by adding other variables beyond the variables that have been studied in order to

obtain more varied results and can find out the influence of other factors that can affect purchase intention.

