

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the discussion in the previous chapter, the researcher formulates the following conclusions:

1. Relevance in the CRM program has a positive influence on purchase intention.
2. Reputation in the CRM program has a positive influence on purchase intention.
3. Relevance in the CRM program has no negative influence on skepticism.
4. Reputation in the CRM Program has a negative influence on skepticism.
5. Skepticism has a negative influence on purchase intention.
6. Skepticism does not moderate the influence of relevance in CRM programs on purchase intention.
7. Skepticism does not moderate the influence of reputation in CRM programs on purchase intention.

B. Implication

1. Managerial Implication

The results of this research can be used by Pepsodent as a consideration in improving marketing strategies, as follows:

- a. Based on the results of this study, Relevance on cause related marketing program has a strong influence on Purchase Intention. Pepsodent can conduct through research to identify social issues that are relevant to Indonesian society. This can be in the form of oral health issues, limited access to dental health services, or other issues that are relevant to the company's products and values. As well as creating the latest types of programs or campaigns to attract young buyers.
- b. Based on the results of this study, Reputation has an influence on Purchase Intention. So Pepsodent must embed sustainability aspects in their CRM program. Not just a temporary campaign, but an ongoing and integrated effort to increase a positive or good reputation from consumers. Such as holding back the CRM program that has been done before to improve, such as *#MerdekakanSenyuman, Senyum Indonesia-Senyum Pepsodent* program by holding it not temporarily but continuously.
- c. Based on the results of this study, Skepticism also has a negative effect on consumer purchase intention, Pepsodent can adopt marketing campaigns that focus on dental health education and awareness. Providing accurate information whether it's advertising on social media or television about the importance of dental health and the benefits of using Pepsodent products regularly can help change the perception of skeptical consumers.

C. Research Limitation

This study has several weaknesses and limitations, although the authors try to achieve optimal results. One of the main challenges is finding an adequate

number of respondents, as this study covers a wide range of Pepsodent consumers throughout Indonesia. In addition, the normality test cannot be fulfilled, and there are several outlier data points. In addition, some data points have a marginal or incomplete fit.

These challenges become obstacles during the research preparation process so that it is difficult to achieve perfection. However, it is important to note that these limitations do not invalidate or make the study results unreliable.

Because this study has a lot of data which resulted in the occurrence of mahalanobis and some of the normality tests were not fulfilled, the researcher gives suggestions to conduct this research as a reference base for further research by reducing the number of respondents from the study, so that the data normality test can be fulfilled and there is no mahalanobis in the analysis results the data.

