CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

1. There is a positive effect of content marketing on purchase intention. This shows if the company increase content marketing it will give desire to buy the product will arise.

2. There is a positive effect of content marketing on customer engagement. This shows that with interesting content marketing, it will create more like, comment and visit the account Bittersweet by Najla.

3. There is a positive effect of content marketing on e-WOM. This shows that the better content marketing is created can make e-wom it will generate among followers.

4. There is a positive effect of customer engagement on purchase intention. This shows that with the engagement to followers, the intention of followers to buy the product being promoted will appear.

5. There is not effect between e-WOM on purchase intention. This shows that the presence of e-WOM no impact on a person's purchase intention.

6. Customer engagement mediates the effect of content marketing on purchase intention. This shows that the better content marketing that is created will lead to engagement to followers and this will trigger a desire to buy a product.

7. E-WOM cannot mediates the effect of content marketing on purchase intention. This shows that the existence of good content marketing will generate e-wom but cannot generate desire to buy a product.

B. Implication

Bittersweet by Najla might utilize the results of this study as material for consideration in enhancing marketing techniques as an experimental research, as follows:

1. Managerial Implication

   a. Company increase content marketing it will give desire to buy the product will arise. Bittersweet by Najla can create informative marketing content, like when creating content marketing on a video, it gives an explanation of the products it sells, what topings it uses, the advantages on the products, and the ingredients contained in the products. So that those who see the content get the information needed after seeing the content about the products they sell. In addition, material in the form of photographs or videos is made the same as the actual state of the product that does not exaggerate or reduce the actual situation. Content marketing that is made is also expected not to be complicated or difficult to understand so that followers can get the intended purpose of the content marketing they make.

   b. Based on the result , that with interesting content marketing, it will create more like, comment and visit the account Bittersweet by Najla.

Bittersweet by Najla can create interesting content marketing, Bittersweet by Najla can create content that contains girL/boy band elements in it, it can be a sound effect it uses or collab with one of the girl/boy bands from Korea. Where this will increase customer interest in the form of likes on Bittersweet by Najla account posts. Not only that, good interesting content can cause comments on the posts it makes. With good and interesting content, followers can also visit the Bittersweet by Najla account to be able to see promotions about the products they sell. This can make Bittersweet by Najla maintain followers on her Instagram account.

c. Based on the result, that the better content marketing is created can make e-wom it will generate among followers. Bittersweet by Najla can create content that is currently being discussed such as the rise of concerts held in Indonesia. With the concert, Bittersweet by Najla can create content using songs sung by singers that will be held in Indonesia. With the content that is being discussed a lot, there will certainly be a lot of e-WOM that will be obtained from the content marketing he created.

d. Based on result, e-WOM cannot make a followers give desire to buy the produk. To generate a desire to buy through e-WOM, Bittersweet by Najla can do that promote the product it sells, not just content about give away where on content give away will generate comments that are not relevant to the condition of the product needed by the