

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of research that has been conducted on the effect of perceived service innovation and content marketing on purchase intention with E-WOM as a mediation variable, it can be concluded that:

1. Perceived service innovation has a positive affect Vidio's purchase intention.
2. Content Marketing has a positive effect on Vidio's purchase intention.
3. Perceived service innovation doesn't have effect on Vidio's E-WOM.
4. Content Marketing has a positive effect on Vidio's E-WOM.
5. E-WOM has a positive effect on Vidio's purchase intention.
6. E-WOM cannot mediate the effect of Perceived Service Innovation on Purchase Intention.
7. E-WOM cannot mediate the effect of Content Marketing on Purchase Intention.

B. Implication

1. Managerial Implication

As empirical research, the results of this study can be used by Vidio as material for consideration to improve their marketing strategy by maintaining their service innovation, content marketing, and E-WOM so that it is expected to increase the purchase intention on Vidio brand.

Based on the results and conclusions of the research, the researcher has several suggestions that Vidio can consider in improving marketing strategies, as follows:

- 1) Vidio can start creating content marketing to encourage the general audience to subscribe to Vidio. This can be done so that Vidio can attract new customers who subscribe to Vidio's services to explore all the broadcast content owned by Vidio, like Netflix, Disney Hotstar, and several other OTT platforms that do not rely on segmented markets so they do not depend on certain show content on these platforms.
- 2) Vidio is expected to provide innovative services that can provide advantages over competitors so that users can share their experiences using Vidio on social media.
- 3) Vidio can create exciting marketing content and tends to be quirky to make users talk about the content on social media, which can increase Vidio's purchase intention.

2. Theoretical Implication

The results of this study are expected to be beneficial for parties who need or add more literature regarding perceived service innovation, content marketing, purchase intention, and E-WOM.

C. Limitation

The limitation of this study is when distributing the questionnaire because, in this research, the researcher only distributed an online questionnaire. With only online questionnaires, it is feared that some respondents do not understand the researcher's questions, so the questions are answered with less understanding than the respondents. The Researcher hopes the following research can be mixed between online and offline questionnaires. For future research, researchers can substitute the mediation variables into variables such as brand image.

