

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

Analytic results explained on the previous chapter show:

- a. Social media marketing has a positive influence on purchase decision
- b. Viral marketing does not influence purchase decision
- c. Social media marketing has a positive influence on brand awareness
- d. Viral marketing has a positive influence on brand awareness
- e. Brand awareness has a positive influence on purchase decision

#### B. Implication

##### 1. Managerial Implication

Based on the research findings, the implications for Nail Art Studios in Purwokerto are as follows:

- a. Nail Art Studios in Purwokerto can enhance their social media marketing activities to increase revenue generated from individuals' purchase decisions. This can be achieved by regularly updating content, improving the effectiveness of customer service, and fostering positive interactions with consumers on social media. To enhance purchase decision by social media marketing efforts include regularly uploading content,

maintaining good interactions with followers, and utilizing advertisements or endorsements.

- b. Nail Art Studios in Purwokerto can utilize social media marketing to raise consumer awareness of their brand. With strong brand awareness, it becomes easier for the company to be recognized and chosen as the preferred option by consumers. To enhance brand awareness through social media marketing, it is essential to effectively provide information about the product on social media platforms. This includes sharing price catalogs, reviews or testimonials, and consistently updating content to align with current trends.
- c. Nail Art Studios in Purwokerto should focus on effective branding, as this study demonstrates that companies with strong brand awareness are more likely to attract consumers to purchase the promoted products. Effective branding can be achieved by enhancing word of mouth among customers and showcasing reviews or testimonials.
- d. Additionally, based on the open questionnaire, MSME Nail Art Studios in Purwokerto must maintain and improve the quality of the products and services offered. This is a crucial factor considered by consumers when making a purchase.

## 2. Theoretical Implication

Based on the findings, the researchers hope that this study can contribute recommendations to the consumer behavior literature by deepening the understanding of the factors influencing purchase decisions for Nail Art Studio products in Purwokerto. Furthermore, the researchers anticipate that the results of this study will provide effective benefits and knowledge to relevant stakeholders. The findings can serve as a theoretical foundation for future research in this field.

### C. Limitation and Suggestion

#### 1. Limitation

In any research, certain limitations are inevitable. Consequently, this study has several limitations as follows:

- a. This study employed a loading factor threshold of 0.50 to obtain ideal hypothesis results and calculations. It is recommended that future research use a higher cut-off value for convergent validity testing, specifically a value greater than 0.70.
- b. This study exhibits a low R-square, with over 60% of the influence originating from variables not examined in this research. Therefore, the findings suggest further exploration of adding other variables such as e-WOM, trust, brand image, etc.
- c. The questionnaire was primarily distributed online via Google Forms, allowing respondents to answer the statements based solely

on their individual perceptions. This approach may result in data that is less optimal for analysis.

## 2. Suggestion

Based on the research findings and conclusions presented, the researcher offers the following suggestions for future research:

- a. Future studies are encouraged to be more exploratory in selecting variables, so that this model can serve as a reference for further development.
- b. In subsequent research, the questionnaire items and indicators should be clarified and made more specific to ensure that the data collected aligns more closely with the phenomena being studied.

