

CHAPTER V

CONCLUSIONS AND IMPLICATION

5.1 Conclusions

Based on the research that has been carried out and the results of data analysis using double regression, the conclusion is as follows:

1. Social media marketing has a positive effect on purchasing decisions on social media. That way, the more social media is used as a marketing medium, it can convince potential consumers in deciding to make a purchase.
2. Social media marketing has a positive effect on brand image on social media. That way, consumers are more active in using social media accounts, so consumers and potential consumers determine their buying image.
3. Brand image affects purchasing decisions on social media. That way, the better the perception of consumers and potential consumers about indomie on social media, the more likely they are to decide to make a purchase.
4. Price sensitivity to buying interest moderated social media marketing on purchase decisions on indomie's advertising platform.

5.2 Implications

Based on the conclusion of the above research analysis results, the following things are suggested:

1) Theoretical Implication

The results of this study indicate social media marketing carried out by Indomie has an impact on consumers, because this activity has a positive influence on product Purchasing Intention.

And in line with the results of previous studies, Ardhiansyah and Marlina (2021) state social media marketing has a significant influence on product purchasing intention.

2) Managerial Implication

As an empirical study, the results of this study can be used by Indomie marketers as one of the considerations to improve their marketing strategies by utilizing more targeted marketing strategies on social media such as creating interesting creative content on social media to strengthen Indomie's brand image, as well as attracting many influencers to help create creative content on social media so that many consumers are interested in buying Indomie.

It is highly recommended for companies to maintain the quality of product taste optimally. Thus, consumers will be able to enjoy products with a special taste, which encourages repeat purchase interest in consumers.

5.3 Limitations and Suggestion

1. Limitation

Although this study contributes to the results achieved in previous studies, there are still some limitations that need to be considered by further researchers. In this study, to see the overall consumer buying interest behavior. It is not impossible that there are actually other factors that can influence consumer attitudes in having an interest in buying Indomie, it is hoped that further researchers can add additional variables as indicator variables for further research. This is because variables that have not been identified by the author still have a relationship. And can also increase the R² value by selecting relevant Independent variables or by making improvements to the data.

2. Suggestion

For further researchers, it is necessary to develop a causal relationship model between Consumer Complain Behavior, Social Media Use, Brand Image, and Price Sensitivity by adding other independent variables, such as Brand Switching Intention. And further suggested to take more samples in order to improve the accuracy of the research data.

And conduct research continuously to accommodate changes in respondents opinions over time. It is suggested that future research consider adding new variables or replacing some variables with different ones. As the results of Putra research (2018) which stated that product quality, advertising and consumer satisfaction have a significant influence on brand switching.

