

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the analysis conducted in the previous chapter, it can be concluded that:

1. Social media marketing has a positive effect on customer purchase decision
2. Social media marketing has a positive effect on brand awareness
3. Social media marketing has a positive effect on brand trust
4. Brand awareness has a positive effect on customer purchase decision
5. Brand trust has a positive effect on customer purchase decision
6. Brand awareness has a positive effect on brand trust
7. Brand awareness mediates the effect of social media marketing on customer purchase decision
8. Brand trust does not mediate the effect of social media marketing on customer purchase decision

B. Implications

Theoretical and practical implications of the research results can be stated as follows:

1. Theoretical implications

There are several theoretical implications for future researchers, among others:

- a. This research confirms the relevance of the Stimulus-Organism-Response (SOR) theory in the context of entertainment events (concerts).
- b. This study emphasizes how brand awareness becomes an important and effective factor in conveying the effect of social media marketing toward customer purchase decisions.

2. Practical implications

Moreover, several practical implications can be used for marketers or brands, especially the Economic Project concert event in this study, among others:

- a. The Economic Project committee is encouraged to create more persuasive content strategies such as countdowns, early bird ticket alerts, and interactive Instagram Story features. These approaches help push audiences toward faster purchase decisions by leveraging urgency and engagement.
- b. To ensure consistent visibility such as the brand appears frequently and memorably in audience timelines, the committee can utilize Instagram ads and setting up highlight reels such as "Line Up" with incorporating recognizable visual elements in each advertisement.
- c. The marketers are advised to regularly updates, showcasing testimonials, previous highlight, and behind-the-scenes preparations or the event's background to help strengthen brand reliability and professionalism.
- d. Since brand awareness serves as a crucial mediator, marketers are encouraged to implement social media marketing strategies that go beyond mere promotional posts. Instead, they should focus on crafting storytelling content that highlights the journey, core values, and unique identity of the brand, in order to build emotional connections with the audience and increase their intention to purchase.

C. Limitations and suggestion

This research has several limitations that need to be known, including:

1. Some research results have marginal Goodness of Fit or slightly below optimal thresholds, but still on the criteria of not fit. Future researchers are encouraged to refine the model by improving measurement items,

including additional latent variables, or even exploring different model specifications that may increase the model accuracy and enhance the alignment with empirical data.

2. An important limitation in this research is related to the role of one variable, brand trust, which was found not to mediate the effect of social media marketing on customer purchase decisions. Furthermore, future researchers could consider other mediating or moderating variables such as price discount, fear of missing out (FOMO), self-expressive brand value, and many more to provide a more comprehensive overview.
3. Future researchers can also conduct research on other subjects, such as various other industries, in order to see the impact of related variables to test the hypothesis gap in this study.
4. Future researchers can also compare the effectiveness of social media marketing from various social media platforms (such as TikTok, X, and Facebook) to see its effect on purchase decisions.

