

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

This research investigates the impact of Online Reviews, Source Credibility, and Brand Image on Purchase Intention for the Lafiye hijab brand, featuring Sashfir as the primary influencer. The data were analyzed using the Structural Equation Modeling (SEM) technique. Based on the results of hypothesis testing and model analysis, the following conclusions can be made:

1. Online Review has a significant positive effect on Brand Image. This indicates that consumer exposure to positive, recent, and helpful reviews, especially on platforms like TikTok Shop, contributes significantly to building a strong and favourable brand image of Lafiye hijabs. Influencer credibility and consistent engagement reinforce this effect.
2. Source Credibility has no significant effect on Brand Image. Although Sashfir is perceived as knowledgeable, honest, and appealing, this does not statistically strengthen the brand image in this study. This suggests that additional factors beyond credibility might be necessary to influence brand image.
3. Online Review has no significant effect on Purchase Intention. Despite the presence of informative and positive reviews, they do not directly drive consumers' intention to purchase Lafiye hijabs. This highlights that while reviews enhance awareness, they may not be strong enough to convert interest into buying action.

4. Source Credibility has a significant positive effect on Purchase Intention. Consumers trust in Sashfir knowledge and honesty positively influences their willingness to purchase the product. This finding reinforces the importance of selecting a credible figure to boost purchase intention.
5. Brand Image has no significant effect on Purchase Intention. A strong brand image alone does not necessarily lead to purchase intention. Other factors such as price, product experience, or emotional connection may mediate this relationship.
6. Brand Image does not mediate the effect of Online Review on Purchase Intention. Although online reviews improve brand image, this does not translate into increased purchase intention through brand image as a mediator.
7. Brand Image does not mediate the effect of Source Credibility on Purchase Intention. Similarly, while source credibility enhances purchase intention directly, its impact is not mediated through brand image in this case.

## **B. Implication**

The research findings can inform future decision-making, as outlined below:

1. Managerial Implication
  - a. Lafiye should actively encourage customers to provide detailed, honest, and positive reviews on platforms such as TikTok Shop. Although online reviews did not directly influence purchase intention, they play a key role in enhancing brand image. Positive reviews can serve as social proof that builds consumer trust, especially when they highlight specific product

benefits, fit, or styling. Lafiye can promote reviews through follow-up messages, special discounts, or user-generated content campaigns to increase both the volume and quality of reviews.

- b. Although the study found that source credibility did not significantly improve brand image, it did have a significant direct effect on purchase intention. This suggests that consumers place more trust in the influencer herself rather than the brand she represents. Therefore, Lafiye should continue partnering with credible influencers like Sashfir who are viewed as honest, knowledgeable, and visually engaging. These partnerships should focus not only on product endorsements but also on authentic, relatable storytelling that resonates with the audience on a personal level.
- c. Content produced by Sashfir and the Lafiye brand should place greater emphasis on usefulness, emotional relevance, and authenticity. Informative content that addresses real customer concerns such as styling tips, material quality, and comfort combined with authentic narratives, can enhance perceived brand sincerity. This approach will help bridge the gap between brand awareness and consumer intention, encouraging potential buyers to act.
- d. Since online reviews alone were not found to significantly influence purchase intention, Lafiye should integrate these reviews with emotionally engaging marketing techniques. These may include time-sensitive promotions, influencer-led storytelling, interactive live shopping events, or testimonials from relatable users. Such strategies create urgency, trust, and

a deeper emotional connection that can trigger purchasing decisions more effectively than informational content alone.

- e. The finding that brand image does not significantly affect purchase intention indicates that Lafiye needs to revisit how its brand is positioned in the minds of Gen Z and Millennial consumers. It is not enough to be seen positively; the brand must also be personally relevant and emotionally meaningful. Efforts should be directed at aligning brand identity with the values, aesthetics, and lifestyle aspirations of younger consumers through consistent messaging, visual branding, and community engagement.
- f. The absence of a mediating effect of brand image between online reviews and purchase intention indicates that Lafiye should not rely on improving brand perception alone to drive consumer decisions. Instead, online reviews should be utilized in ways that highlight practical value, product quality, and clear benefits to encourage direct consumer responses.
- g. Since brand image does not mediate the effect of source credibility on purchase intention, Lafiye should focus on enhancing the direct influence of the influencer by emphasizing authenticity, trust, and product-related information that aligns with consumer preferences rather than expecting credibility to strengthen brand perception first.

## 2. Theoretical Implications

In future research, it is recommended to expand the research model by using additional variables that may influence purchase intention beyond those examined in this study, such as trust, emotional engagement, or social media

interaction. Given that several hypotheses were rejected, exploring other variables could provide deeper insight into consumer behavior. Additionally, future studies should consider increasing the number of respondents and diversifying the demographic profile to enhance the generalizability and accuracy of the results, particularly for products like Lafiye hijab marketed through platforms like TikTok.

### **C. Limitation**

In this study, data were collected through a structured questionnaire distributed online. However, the number of responses was limited to 105 participants, which may not fully represent the entire target population of Lafiye hijab consumers or TikTok users in general. Additionally, several respondents did not provide complete answers to optional or open-ended questions, which limited the qualitative insights that could be drawn from the study.

In addition, several hypotheses proposed in this study were not supported by the data. These include the effect of Source Credibility on Brand Image and the direct impact of Online Reviews on Purchase Intention. Moreover, the mediating role of Brand Image in the relationship between Online Reviews and Purchase Intention, as well as between Source Credibility and Purchase Intention, was found to be statistically insignificant. This suggests that there may be other unmeasured variables such as trust, product experience, or pricing that better explain purchase intention in this context.

In addition, the overall model in this study failed to achieve a good fit, but rather a marginal fit, suggesting that the proposed correlations between variables failed to

properly represent the complexity of consumer behavior in this case. Future study should investigate strengthening the conceptual model or adding more variables to increase model fit and validity.

Another limitation of this study lies in the non-significant mediating role of brand image in the relationship between both online reviews and source credibility on purchase intention. Although both online reviews and source credibility showed positive perceptions and partial direct effects, brand image failed to act as a significant mediator in either pathway. This suggests that brand image alone may not fully explain its influence on purchase intention, especially in digital environments where other factors may have a stronger impact. Future research should further explore this issue to better understand how purchase intention is formed.

