

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Based on the overall result obtained, it can be concluded as follows:

1. Based on the respondent answer, social media advertisement has positive impact and significance towards purchase decision of Adidas Indonesia through Instagram. Therefore social media advertisement is a factor that the respondent consider when making purchase decision of Adidas products. This could be because of the visualization that Instagram give which motivates the respondents to buy the products.
2. Brand awareness has positive impact and significance towards purchase decision of Adidas Indonesia through Instagram. Therefore brand awareness is a factor that the respondent consider when making purchase decision of Adidas products. This could be because respondents prefer brand that has they are aware of rather than products that they are unaware of because they already knew about the products.
3. Perceived quality has positive impact and significance towards purchase decision of Adidas Indonesia through Instagram. Therefore perceived quality is a factor that the respondent consider when making purchase decision of Adidas products. This could be because of previous experience or quality that respondents already knew will help them in making the purchase decision.
4. Customer trust has positive impact and significance towards purchase decision of Adidas Indonesia through Instagram. Therefore customer trust is a factor that the respondent consider when making purchase decision of Adidas products. This could be because of a good customer

trust will help the customer in making purchase decision as they already trust the products or brands that they want to buy.

5.2. Recommendation

After some analysis of all the variables in this research, it can be concluded some suggestion for next researcher and Adidas Indonesia. The following are the theoretical and practical recommendation for this research:

5.2.1. Theoretical Recommendation

This research is hopefully be able to provide information for researcher and students who want to do extended research. This research is hopefully be able to help the researcher and students to develop the theories of social media advertisement, brand awareness, perceived quality, and customer trust and purchase decision.

5.2.2. Practical Recommendation

This research is hopefully be able to help Adidas Indonesia to develop and increase the purchase decision of the customer based on the social media advertisement, brand awareness, perceived quality, and customer trust in running their business in the competitive business era. Based on the analysis, the following can be recommended:

1. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I have revisited Adidas Indonesia Instagram account”. The company has to give more information that the customer will try to find in the Instagram account. Instagram sure will give good visualization of their products, but it need to come with many information.
2. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I can describe in brief

about Adidas or the products I have revisited Adidas Indonesia Instagram account”. The company need to give easier explanation regarding the products and the company so that the customer could understand what they buy.

3. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I understand that Adidas is the best brand in term of quality in sportswear fashion”. The company need to maintain their quality not only in their standard, but also compete with the standard of the competitor.
4. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I believe Adidas can be relied on when I need them”. The company need to interact with the customer more and also respond to what the customer are saying. As Adidas is a multinational companies, it need to have some place or people where the customer could contact when they need something.
5. According to respondent answers, the lowest mean score in the social media advertisement is statement which stated “I bought more Adidas products than other brand”. The company has to listen to what the customer are saying regarding many thing such as design, comfort, or any other things that could help customer make their purchase decision.

5.3. Weakness of Research

In this research, there were no back-translation done in the questionnaire which might cause a different meaning in the question distributed with the actual meaning that actually desired. Therefore, if there are any future research, there should be a back-translation so the desired meaning match with the meaning in the questionnaire.

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