

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the research result and statistical tests conducted in Chapter 4, it can be concluded that from the main 3 (three) hypotheses developed, all of the hypotheses are accepted. These are the following explanations of each research result:

1. *Electronic Word of Mouth* is proven to have a significant and positive effect on Consumer Trust. The respondent's response on electronic word of mouth determines the consumer trust in Raveloux. Thus the first hypothesis which states that electronic word of mouth has effect on Consumer Trust in Raveloux is accepted.
2. *Consumer Trust* is proven to have a significant and positive effect on Purchase Intention. The respondent's response on Consumer Trust determines the level of Purchase Intention in Raveloux. Thus the second hypothesis which states that Consumer Trust has an effect on Purchase Intention in Raveloux is accepted.
3. *Celebrity Endorsement* is proven to have a significant and positive effect on purchase intention. The respondent's response on Celebrity Endorsement determine the level of consumer purchase intention in Raveloux. Thus the third hypothesis which states that Celebrity Endorsement has an effect on purchase intention in Raveloux is accepted.

5.2 Suggestion

5.2.1 Theoretical Suggestion

The result of this research study can be used as one of the reference for those who do similar research study or continual study especially about the the impact of *ewom* through *consumer trust* and *celebrity endorsement* toward *purchase intention*. This research only focusing on Celebrity endorsement, E-wom, and consumer trust as online marketing techniques in Raveloux. All this research has a limitation for people who are looking for a complete online marketing technique.

5.2.2 Practical Suggestion

The result of this research study can be used as the source of information of making decision to increasing sales, especially for people who want to open their own online shop in social media, by using *celebrity endorsement* method and *E-wom*, Online shop will increase their sales. Gathering review from customer also attract customer to do *purchase intention*.

1. Gathering all positive feedback from customers and post it in Instagram can attract new customers. This E-wom increase trust of the customer to do a purchase intention without seeing the product directly. The E-wom can be done through posting the review in Instagram five times a day, this will lead a new potential customer to buy the product of Raveloux. Posting photos of customers who using Raveloux's product also give a positive feedback for people who wants to buy the product.

2. Choosing smart and beautiful celebrity are the most important things to use celebrity endorsement method. Through this technique of online marketing, Raveloux can attract more customers to use the product that celebrity used. All indicators of celebrity endorsement shows a good criterion and customers say agree if the celebrity can help customers get the information of the product and the online shop. If online shop want to expand their business, it will be much better if they use more than five celebrities.

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