

CHAPTER 5

CONCLUSION, LIMITATION, AND SUGGESTION

5.1 Conclusion

This research was conducted by developing a model for analysing Consumer Purchase Intention on Everwhite's LINE official account. The literature review carried out has guided the researcher in producing a research model formed by the influence relationship between 3 variables, those are Social Network Marketing, Consumer Engagement, and Consumer Purchase Intention.

According to the introduction in Chapter 1, this research was prepared as an attempt to conduct a more in-depth study of how Social Network Marketing and Consumer Engagement impact the Consumer Purchase Intention for Everwhite's LINE official account. Based on the data analysis process discussed in the previous chapter, the results of the testing and model analysis are briefly presented in the following section.

The model was tested based on questionnaire data collected from 150 respondents. The results of the questionnaire analysis are valid and reliable, which indicates that the model as a whole meet the requirements and some accepted. From the research analysis results it has addressed 4 research problems and the conclusions are:

1. From the data obtained in table 4.16, the results state that Social Network Marketing has a significant positive impact on Consumer Purchase Intention. This is because Everwhite manages well the social media used and makes promotions that are quite attractive considering that this company is based on social media in its sales, so that it gets good interaction from consumers and increases Consumer Purchase Intention to their products.
2. This research shows that there is a significant and positive but poor relationship between Social Network Marketing and Consumer Engagement, based on the average study used in the previous section. Consumers inevitably can only get information and understanding about Everwhite products from their LINE official account so that social media creates Consumer Engagement.

3. This study shows that there is no positive correlation between Consumer Engagement and Consumer Purchase Intention. This is because there is no room for consumers to share their reviews or experiences on Everwhite's official LINE accounts, while consumers rely heavily on online reviews obtained from the experiences of friends, family members, or even strangers that can increase Consumer Purchase Intention in Everwhite products.
4. As can be seen in Table 4.16, the hypothesis about Consumer Engagement as a mediator of the relationship between Social Network Marketing and Consumer Purchase Intention is insignificant and unaccepted. Even though the Social Network Marketing created by Everwhite is very attractive and increases Consumer Purchase Intention, the lack of facilities or features that must be provided for consumers to share and exchange opinions or experiments about Everwhite products on their official LINE official accounts causes Consumer Engagement were not well formed.

5.2 Limitation

The research limitations that can be taken from this analysis are the Consumer Engagement variable is insignificant in affecting consumers purchase intention, which means that the outcomes are less than ideal. The explanation for this is the limited number of respondents in this study who answered the questions, as well as the limited number of Everwhite's LINE Official Account followers. As one of the limitations of this study, the Everwhite product user community has not been found. The community should also be involved as respondents in research because usually users of a product have their own community.

The fact that this analysis uses Google Form in data collection so that a lot of data is not normal and causes some errors in some Structural Equation Modelling (SEM) tests using LISREL is another weakness of this study. The researcher cannot overcome the possibility of abnormal data since all data is taken on the basis of the opinion of the respondent.

5.3 Suggestion

5.3.1 Practical Suggestion

Based on the research results, the Social Network Marketing and Consumer Engagement variables are important variables in determining Consumer Purchase Intention, so that for practical purposes it should be more focused on these variables. Many respondents felt that there was no room for them to share their opinions and experiences about Everwhite products so they had no more reason to spend a lot of time on social media used by Everwhite and that it caused them to be reluctant to use the service provided. Because of this, the respondents considered the sacrifices made to form Consumer Engagement through this service were not worth what was received. The advice that can be given to Everwhite is that they have to open the comment column feature for every promotional post shared to followers. This also helps to see whether the promotional techniques have been carried out effectively and see the response of followers to the product being marketed.

5.3.2 Theoretical Suggestion

Suggestions for further research, researchers must select respondents carefully. This research only examines users of the Everwhite's LINE Official Accounts in Surabaya, for further research it is recommended to also examine other areas, so that we can find out the perceptions of the community in various regions. The use of Google Form as a platform for data collection is also considered ineffective with many shortcomings which ultimately affect the results of data processing using SEM using LISREL to be less optimal and less accurate. For further research, it is better to choose respondents who have bought or used the product as the object of research so that the ultimate variable that should be used is Consumer Repurchase Intention.

REFERENCES

- Ahmed, M. A., & Zaid, Z. (2014). Role of social media marketing to enhance CRM and brand equity in terms of purchase intention. *Asian Journal of Management Research*, 533-549.
- Alhadid, A. Y., & H. Abu-Rumman, A. (2014). The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Review of Integrative Business & Economics Research*, 315-326.
- APJII. (2017, June 26). *Hasil survei penetrasi dan perilaku pengguna Internet Indonesia 2016*. Retrieved from Asosiasi Penyelenggara Jasa Internet Indonesia: apjii.or.id/survei
- Asma, G., & Misbah, M. (2018). Impact of Social Media Marketing on Consumer Buying Behavior - A Study. *International Journal of Multidisciplinary*, 03, 219-222. Retrieved May 2020, from www.rrjournals.com
- Baird, C. H., & Parasnis, G. (2011). From social media to social customer relationship management. *Strategy & Leadership*, 30-37.
- Barhemmati, N., & Ahmad, A. (2015). Effects of Social Network Marketing (SNM) on Consumer Purchase Behavior through Customer Engagement. *Journal of Advanced Management Science*, 3, 307-311. Retrieved May 2020
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 1173-1182.
- Bollen, K. A., & Diamantopoulos, A. (2015). In Defense of Causal-Formative Indicators: A Minority Report. *Psychological Methods*. doi:<http://doi.org/10.1037/met0000056>
- Caecilian, P. M., Kindangen, P., & Tumewu, F. (2017). The Effect of Maybelline Social Media Marketing (Facebook, YouTube, Instagram) On Consumer Purchase Decision (Case Study: Sam Ratulangi University Students). *EMBA Journal*, 3855-3864. Retrieved May 2020
- Cheung, C., Zheng, X., & Lee, M. (2012, July 29). Consumer engagement behaviors in brand communities of social networking sites. *Eighteenth Americas Conference on Information Systems*.

- Chin, T. K., & Harizan, S. M. (2017). Factors Influencing Consumers' Purchase Intention of Cosmetic Products in Malaysia. *International Journal of Business and Innovation*, 3(1), 1-15.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24, 28-42. doi:10.1108/JPBM-06-2014-0635
- Detiknetwork. (2019, April 22). *Beautynesia*. Retrieved from 3 Rekomendasi Produk Terbaik Brand Skincare Lokal Ever White untuk Cerahkan Kulit : <https://www.beautynesia.id/berita-skincare/3-rekomendasi-produk-terbaik-brand-skincare-lokal-ever-white-untuk-cerahkan-kulit/b-131934>
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 99-113.
- Dodds, W., Monroe, K., & Monroe, D. (1991). Effects of price, brand, and store information on buyers' product evaluation. *Journal of Marketing Research*, 28, 307-319. doi:10.2307/3172866
- Euromonitor. (2020, Juny). *Euromonitor International*. Retrieved from Skin Care in Indonesia: <https://www.euromonitor.com/beauty-and-personal-care-solutions>
- Evans, D., McKee, J., & Bratton, S. (2010). *Social Media Marketing: The Next Generation of Business Engagement*. Canada: Wiley Publishing.
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2016). Elements of Strategic Social Media Marketing: A Holistic Framework. *Journal of Business Research*, 70, 118-126. doi:10.1016/j.jbusres.2016.05.001
- Fournier, S., & Lee, L. (2009, April). Getting Brand Communities Right. *Harvard Business Review*, 87, 105-112. Retrieved from <https://hbr.org/2009/04/getting-brand-communities-right>
- Greenberg, P. (2014, April 23). CRM Expert Paul Greenberg Defines Customer Engagement. (HubSpot, Interviewer)
- Hair, e. (1998). *Multivariate Data Analysis*. New Jersey: Prentice Hall.
- Hauer, C. (2010). *Engage! The Complete Guide for Brands and Business to Build, Cultivate, and Measure Success in The Web*. New Jersey: Brian Solis, John Wiley & Sons, Inc.

- Hollebeek, L. D. (2011). Demystifying customer brand engagement: exploring the loyalty nexus. *Journal of Marketing Management*, 27(7-8), 785–807.
- Iblasi, W. (2016). The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on Samsung for Electrical Home Appliances). *International Journal of Managerial Studies and Research*, 14-28.
- Jaakkola, E., & Alexander, M. (2014). The role of customer engagement behavior in value co-creation a service system perspective. *Journal of Service Research*(17(3)), 247–261.
- Joreskog, K. G., & Sorbom, D. (1982). Recent Developments in Structural Equation Modeling. *Journal of Marketing Research*, 404-416.
- Keller, K. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. New Jersey: Pearson Prentice Hall.
- Keller, K. L. (2001). Building customer-based brand equity: creating brand resonance requires carefully sequenced brand-building efforts. *Marketing Management*, 10(2), 15-19.
- Kemp, S. (2020, February 18). *Digital 2020: Indonesia*. Retrieved from Datareportal: <https://datareportal.com/reports/digital-2020-indonesia>
- Kenton, W. (2018, February 4). *Social Media Marketing (SMM)*. Retrieved from Investopedia: <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>
- Kim, A. J., & Ko, E. (2012, October). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65, 1480-1486. doi:10.1016/j.jbusres.2011.10.014
- Kinanti, S. L. (2018, November 3). *Penggunaan LISREL untuk Analisis Structural Equation Modeling (SEM)*. Retrieved from Swan Statistics Consultan: <https://swanstatistics.com/penggunaan-lisrel-untuk-analisis-structural-equation-modeling-sem/>
- Kline, R. B. (1998). *Principles and Practice of Structural Equation Modeling*. New York: Guilford Press.
- Kotler, P., & Keller, K. (2007). *A Framework for Marketing Management*. New Jersey: Upper Saddle River: Pearson/Prentice Hall. .
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention

and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 13-18. Retrieved May 2020, from www.econjournals.com

Marketing Science Institute. (2010). *Understanding Customer Experience and Behaviour: Research Priorities 2010-2012*. MA, USA: Cambridge.

McKnight, D. H., & Chervany, N. L. (2002). What trust means in e-commerce customer relationships: An interdisciplinary conceptual typology. *International Journal of Electronic Commerce*, 6(2), 35-59.

Moschis, P. G. (1976). Social Comparison and Informal Group Influence. *Journal of Marketing*, 13(3), 237-244.

Nair, M. (2011). Understanding and measuring the value of social media. *Journal of Corporate Accounting & Finance*, 22(3), 45-51.

Ngai, E. W., Taoa, S. S., & Moon, K. K. (2015). Social media research: Theories, constructs, and conceptual framework. *International Journal of Information Management*, 35, 33-44. doi:10.1016/j.ijinfomgt.2014.09.004

OriginLab Corporation. (n.d.). *Normality Test*. Retrieved November 20, 2020, from OriginLab: <https://www.originlab.com/doc/Origin-Help/Normality-Test>

Patterson, P., Yu, T., & De, R. K. (2006). Understanding customer engagement in services. Advancing theory, maintaining relevance. *ANZMAC 2006 Conference* (pp. 4-6). Brisbane: Australian and New Zealand Marketing Academy (ANZMAC).

Perks, M., & Sedley, R. (2008). *Winners and Losers in a Troubled Economy: How to Engage Customers Online to Gain Competitive Advantage*. London: cScape.

Preedy, V. R., & Watson, R. R. (2010). *Handbook of Disease Burdens and Quality of Life Measures*. New York, NY: Springer.

Reston, V. (2010, February 9). *Comscore Release "The 2009 U.S. Digital Year in Review"*. Retrieved from Comscore: https://www.comscore.com/Insights/Press-Releases/2010/2/comScore-Releases-2009-U.S.-Digital-Year-in-Review?cs_edgescape_cc=ID

Ruane, L., & Wallace, E. (2013). Generation Y females online: insights from brand narratives. *Qualitative Market Research: An International Journal*, 16(3), 315-335.

- Russell, J. (2016, Jul 14). *Understanding Line, the chat app behind 2016's largest tech IPO*. Retrieved May 2020, from Tech Crunch: <https://techcrunch.com/2016/07/14/understanding-line-the-chat-app-behind-2016s-largest-tech-ipo/>
- Sarjono, H., & Julianita, W. (2011). *SPSS vs LISREL: Sebuah Pengantar, Aplikasi untuk Riset*. Jakarta: Salemba Empat.
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 253-272.
- Sharma, S. (1996). *Applied multivariate techniques*. John Wiley & Sons. Inc.
- Sivo, S. S., Fan, X., Witta, E. L., & Willse, J. T. (2006). The search for "optimal" cutoff properties: Fit index criteria in structural equation modeling. *The Journal of Experimental Education*, 74, 267-288. doi:10.3200/JEXE.74.3.267-288
- Snijders, T. A. (2001). Hypothesis Testing: Methodology and Limitations. *International Encyclopedia of the Social & Behavioral Sciences*, 7121-7127.
- So, K., King, C., & Sparks, B. (2014). The Role Of Customer Engagement in Bulding Consumer Loyalty to Tourism. *Journal of Travel Research*, 1-15.
- Sorenson, S., & Adkins, A. (2014, July 22). *Why Customer Engagement Matters So Much Now*. Retrieved May 2020, from Gallup News: <https://news.gallup.com/businessjournal/172637/why-customer-engagement-matters.aspx>
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Toor, A., Husnain, M., & Hussain, T. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator. *Asian Journal of Business and Accounting*, 167-199. Retrieved May 2020
- Ulmann, J. B. (2006). Structural Equation Modeling: Reviewing the Basics and Moving Forward. *Journal of Personality Assesment*, 35-50.
- Van Asperen, M., de Rooij, P., & Dijkmans, C. (2018). Engagement-based loyalty: the effects of social media engagement on customer loyalty in the travel industry. *International Journal of Hospitality and Tourism Administration*, 78-94.

- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266.
- VanMeter, R. A., & Grisaffe, D. B. (2013). Of ‘likes’ and ‘pins’: Measuring consumers’ emotional attachment to social media. *Society for Marketing Advances Proceedings*, 209.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146.
- Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS Quarterly*, 373-396.
- Wijanto, S. H. (2008). *Structural equation modeling dengan Lisrel 8.8*. Yogyakarta: Graha Ilmu.
- Witt, E. B., & Bruce, D. G. (1972). Group Influence & Brand Choice Congruence. *Journal of Marketing Research*, 9(4), 440-443.
- Witt, E. T. (1969). Informal social group influence on consumer brand choice. *Journal of Marketing*, 6(4), 443-476.
- Yamin, S., & Kurniawan, H. (2009). *Structural Equation Modelling: Belajar Lebih Mudah Teknik Analisis Data Kuesioner dengan Lisrel-PLS*. Jakarta: Salemba Infotek.
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Service Marketing*, 493-504.