

## **CHAPTER 5**

### **CONCLUSION, LIMITATIONS, AND SUGGESTIONS**

#### **5.1 Conclusion**

In this research study, the purpose is to analyze the impact of social media influencer marketing and brand credibility toward purchase intention with the mediating role of customer attitude. This study has 3 hypotheses with 2 indirect impacts through customer attitude and 1 direct impact. Following the analysis in chapter 4, the conclusion is:

1. Social media influencer marketing has a positive effect toward customer attitude. This hypothesis, also supported by loading factors, indicates social media influencer marketing has a positive impact toward customer attitudes. For example, if there is a rise in social media influencer marketing that means there will be also a rise in customer attitude. This means that Grab can increase their positive customer attitude toward Grab by increasing their social media influence in the future.
2. Brand credibility has a positive effect toward customer attitude. This hypothesis, also supported by loading factors, indicates brand credibility has a positive impact toward customer attitude. For example, if there is a rise in brand credibility that means there will be also a rise in customer attitude. This means Grab can also increase their positive customer attitude toward Grab by increasing their brand credibility.
3. Customer attitude has a positive effect toward purchase intention. This hypothesis, also supported by loading factors, indicates that customer attitude has a positive impact toward purchase intention. For example, if there is a rise in customer attitude that means there will be also a rise in purchase intention. This means Grab can increase their purchase intention toward Grab by increasing their customer attitude with the help of social media influencer marketing and brand credibility

## **5.2 Limitations**

Limitations in this research study are:

1. The sample size of the respondent is too small to be able to represent the whole Surabaya population.
2. The Surabaya population is too small to be able to represent as Indonesia research study.
3. The respondent criteria are not specific enough that can be resulted in possible bias.
4. The questionnaire through online media is not ideal as data collecting method.

## **5.3 Suggestions**

Following the research, the following suggestion has been made and can be given:

### **5.3.1. Academic Suggestions**

Following the research study that has been done and described, there are numerous academic suggestion that can help with further academic research:

1. It is suggested to spread the questionnaire more many in order to be able to represent the population more accurately.
2. It is suggested to increase the sample size to not only Surabaya citizen but also Indonesia as a whole country.
3. It is suggested to create the respondent criteria to be more specific in order to avoid any possible bias.
4. It is suggested to create the questionnaire and data collecting method through offline in order to get the ideal data.

### **5.3.1. Practical Suggestions**

Following the response of the questionnaire, there are practical suggestions that can help Grab:

1. Grab already has many great social media influencers, to increase their customer attitude Grab can create more social media influencers by focusing on the influencers' popularity based on the questionnaire result. This can help customers to be more attracted to Grab and can create more customer attitude that can lead to more purchase intention.

2. Grab can also increase their brand credibility by showing more facilities in the application to increase satisfaction. This will help customer trust toward brand credibility based on the questionnaire result and also can increase their customer attitude which will also increase purchase intention.
3. Grab already has a good customer attitude, to increase their customer attitude Grab can focus more on the innovation of the grab application in order to increase customer confidence toward the product based on the questionnaire result to ultimately be able to increase their purchase intention.

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