

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research attempts to test the impact of Social Media Marketing on Purchase Intention through Customer Relationship at *Wardah Cosmetics* in Surabaya. Customer Relationship has two representative variables to be measured, which are Intimacy and Trust. According to the data analysis and discussion in Chapter 4 with Structural Equation Modeling (SEM), the conclusions which can be drawn are as follows:

1. Social Media Marketing has positive influence on Intimacy. This means that Social Media Marketing is important for the creation of Intimacy among the customers of *Wardah Cosmetics* in Surabaya. *Wardah Cosmetics'* social media facilitates the frequent contacts, relevancy of information, and positive feeling obtained from *Wardah Cosmetics'* social media, there is distinct closeness, connectedness, and bondedness felt by customers.
2. Social Media Marketing has positive influence on Trust. This means that *Wardah Cosmetics'* Social Media Marketing has a role in building Trust from customers of in Surabaya. The dissemination of information from *Wardah Cosmetics'* contents and customers creates positivity of Social Media Marketing on Trust. Nevertheless, the influence is not strong enough compared

to Social Media Marketing on Intimacy. The reason is assumed due to the lack of real user testimonies inside *Wardah Cosmetics'* social media, and too many paid-endorsers inside social media environment.

3. Intimacy has positive influence on Purchase Intention. This indicates that Intimacy is essential in the forming of Purchase Intention of *Wardah Cosmetics'* customers in Surabaya. Due to the successful branding and positive contents exerted by *Wardah Cosmetics'* Intimacy is able to boost Purchase Intention of *Wardah Cosmetics'* products.
4. Trust has positive influence on Purchase Intention. The *t-value* is even the highest in hypothesis testing among others. This indicates that Trust is essential in the forming of Purchase Intention of *Wardah Cosmetics'* customers in Surabaya. Nevertheless, it contradicts the influence of Social Media Marketing on Trust, which is lower than its effect on Intimacy. The researcher concluded that there can be other factors other than the usage of social media to market products such as: the great numbers of Television and YouTube advertisement which shows more information needed to get Trust, then the intention to purchase; informative and convincing in-store customers service quality; sponsored workshop, beauty class; or testimonies from real users within or outside the Internet, which is not available inside the *Wardah Cosmetics'* social media.
5. Social Media Marketing has positive influence on Purchase

Intention. This indicates that Social Media Marketing itself also one of the keys on the forming of Purchase Intention of *Wardah Cosmetics'* customers in Surabaya. However, the utilization of Social Media Marketing which is mediated by Customer Relationship is proven to create higher intention to purchase from customers.

6. Intimacy and Trust, as a whole Customer Relationship, has positive influence to mediate Social Media Marketing and Purchase Intention. Therefore, Social Media Marketing has positive influence on Purchase Intention through Customer Relationship. The impact itself even higher compared to direct effect of Social Media Marketing on Purchase Intention.

5.2 Suggestions

Based on the conclusion explained in section 5.1, there are some suggestions that can be considered by future research and the management of *Wardah Cosmetics* in Surabaya:

5.2.1 Suggestion for Future Research

For future research, this study is expected to be one of references, should the researcher would like to study regarding variables such as Social Media Marketing, Customer Relationship, and Purchase Intention or similar studies. This study is limited because the majority of samples were students or university students. Furthermore, the result does not represent the whole population of the users of social media. Future research may divide proportion of

samples properly based on research's object.

It is also suggested for future research, to deepen and examine the influence of different marketing channel in social media on the intention to purchase of different segment, whether one channel is more effective compared to others on specific segment. For example, the study can inspect the impact of Social Media Marketing in Instagram on Purchase Intention of Generation Y through Customer Relationship.

5.2.2 Suggestion for *Wardah Cosmetics*' Management in Surabaya

Based on the conclusion expressed in section 5.1, there are some suggestions that can be considered by the management of *Wardah Cosmetics* in Surabaya and future researches:

1. In Social Media Marketing variable, the means are presented in descriptive statistics by Table 4.9. The highest mean is from indicator "Will pass the information about product in *Wardah Cosmetics*' social media to others". Thus, the management of *Wardah Cosmetics* in Surabaya is suggested to trigger users, to share their information, opinions within every post. The management can ask simple question that makes customers are attracted, willing to respond freely inside the comment column.
2. In Intimacy variable, the means are presented in descriptive statistics by Table 4.10. The highest mean is from indicator "True fan of *Wardah Cosmetics*". True fan will have a sense of belonging to the brand. Moreover, the management of *Wardah*

Cosmetics in Surabaya is suggested to create a program that increases the sense of belonging of a customer. For example a membership which can always connect brand and customers. The brand itself can share a personal and relevant message for each group members, not too frequent yet visible, distinct type of promotion e.g. discount for customers who are employees on the days where they just received salary.

3. In Trust variable, the means are presented in descriptive statistics by Table 4.11. The highest mean is from indicator “Believe that *Wardah Cosmetics* is honest to the customers”. Furthermore, the management of *Wardah Cosmetics* in Surabaya is suggested to push customers to be more active in expressing real testimonies, such as by making giveaway and giving free samples when they purchase via official stores of *Wardah Cosmetics*, because the type of marketing which displays real users experience, instead of a paid ones, is the key to increase customers’ belief in *Wardah Cosmetics*’ honesty. It is so because real users will share even the weak parts of *Wardah Cosmetics* and management can learn from customers’ honest review how to improve their products.
4. In Purchase Intention variable, the means are presented in descriptive statistics by Table 4.12. The highest mean is from indicator “Want to own *Wardah Cosmetics*’ product”. The desire itself appears, when *Wardah Cosmetics* posts frequently and addresses a product what most followers or customers’ problem is. This takes high level of knowing customers to provide the

solution for their issues. The brand also needs to emphasize the benefits of owning *Wardah Cosmetics*' product that matches followers' common problems and publicly intensifies the frequency of posting, yet not to the level where customers find it exasperating.

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