

## CHAPTER IV

### SUMMARY AND RECOMMENDATION

#### 4.1 Summary

This research was conducted on 150 respondents who are customers or users of Glad2Glow products. Based on the statistical analysis carried out using the research model, several important conclusions can be summarized as follows:

- a. Electronic Word of Mouth (E-WOM) has a positive and significant influence on both Trust and Purchase Interest. This finding indicates that the more positive and informative the online conversations about Glad2Glow, the higher the level of consumer trust and the stronger their intention to buy the product. E-WOM acts as a persuasive digital communication tool that shapes consumer perception.
- b. Positive and credible online reviews increase customer trust and encourage stronger purchase intention. Authentic experiences shared by users – such as testimonials, product results, and review videos – help reduce consumer uncertainty and make them feel more confident in considering Glad2Glow products.
- c. Consumer Rating also has a positive effect on Trust and Purchase Interest, although the influence on Trust is weaker than that of E-WOM. This means that while numerical ratings provide a quick signal of product quality, consumers still rely more on detailed reviews when making decisions. Ratings function as supporting cues that strengthen, rather than dominate, consumer confidence.
- d. Trust functions as a partial mediating variable between E-WOM and Purchase Interest, as well as between Consumer Rating and Purchase Interest. When consumers trust Glad2Glow—its product quality, consistency, and reliability—they are more likely to move from the stage of considering the product to developing a real intention to purchase.
- e. The Goodness of Fit (GoF) value of 0.559 places the model in the strong category. This means that the relationships between variables (E-WOM, Consumer Rating, Trust, and Purchase Interest) are strongly supported by the

data. The model successfully explains consumer behavior toward Glad2Glow products.

- f. E-WOM is the most dominant factor influencing Purchase Interest, followed by Consumer Rating and Trust. This highlights the importance of digital conversations and customer voices in shaping consumer interest in skincare products, especially in competitive online markets.

#### **4.2 Recommendation**

Based on the findings, several recommendations are proposed to improve Glad2Glow's marketing strategy:

- a. Glad2Glow should encourage satisfied customers to share authentic and detailed reviews through loyalty programs, referral campaigns, or incentives. The brand is also advised to actively engage with user-generated content—such as reposting testimonials or featuring customer stories—to enhance social proof, build trust, and expand digital presence.
- b. Maintaining consistent product quality is essential to ensure high ratings remain a credible signal of reliability. Providing rewards or loyalty points for honest reviews can also increase credibility and encourage new buyers to trust ratings as a reference in decision-making.
- c. Glad2Glow should enhance transparency by offering clear product information, including benefits, certifications, and safety assurances. Interactive initiatives, such as live Q&A sessions or behind-the-scenes content, can foster a sense of closeness, strengthen confidence, and deepen customer loyalty.
- d. Future studies could include additional variables such as customer satisfaction or brand loyalty for a more comprehensive understanding of consumer behavior. Expanding the research to other industries or product categories would also help validate the model and increase its applicability in broader market contexts.
- e. Based on the findings of this study, several practical recommendations can be proposed. First, Glad2Glow should actively manage and encourage positive electronic word of mouth on TikTok Shop by collaborating with credible influencers and encouraging satisfied customers to share their experiences

through reviews and testimonials. Second, maintaining high consumer ratings is essential, as ratings significantly influence consumers' trust and purchase intention. Therefore, Glad2Glow should ensure consistent product quality, transparent product information, and responsive customer service. Third, trust plays a crucial role in increasing purchase intention. As a result, Glad2Glow is recommended to provide clear product ingredients, usage instructions, and safety certifications to reduce consumers' perceived risk when purchasing skincare products online.

These recommendations are expected to help Glad2Glow optimize its digital marketing strategy, strengthen its relationship with customers, and increase purchase conversion and customer loyalty in a competitive skincare market.