

CHAPTER IV

CLOSING

4.1 Conclusion

Based on the results of research on The Impact of Social Media Promotion and Electronic Word-of-Mouth (E-WOM) on Purchase Decisions: The Mediating Role of Brand Awareness (A Study on Lenovo Consumers in Semarang), it can be concluded that Social Media Promotion has a positive and significant influence on Brand Awareness. These results indicate that promotional activities carried out through social media can increase consumer awareness of the Lenovo brand. The more attractive, consistent, and informative the promotions delivered through digital platforms, the higher the level of consumer recognition and memory of the Lenovo brand. Social media has proven to be an effective marketing tool in building Brand Awareness amidst the increasingly competitive laptop industry.

This study also shows that Electronic Word-of-Mouth (E-WOM) has a positive and significant influence on Brand Awareness. Reviews, recommendations, and user experiences disseminated through electronic media can help consumers better recognize and understand the Lenovo brand. Information originating from other users tends to be more trusted by consumers because it is considered more objective and based on real experiences. Therefore, the more positive Electronic Word-of-Mouth received by consumers, the higher the level of Brand Awareness towards Lenovo laptops.

Social media promotion has also been shown to have a positive and significant influence on purchase decisions. These results indicate that promotions conducted through social media can increase consumer interest and confidence in purchasing Lenovo laptops. Compelling promotional content, clear product information, and active social media use can influence consumer purchasing decisions. Thus, social media functions not only as a marketing communication tool but also as a factor that can directly drive purchase decisions.

Meanwhile, Electronic Word-of-Mouth (E-WOM) is known to have a positive but insignificant influence on Purchase Decisions. This indicates that online reviews and recommendations are not yet able to directly become the main factor determining consumers' purchasing decisions for Lenovo laptops. Consumers are likely still considering other factors such as product specifications, price, quality, usage needs, and brand reputation before making a purchase. Nevertheless, E-WOM still plays an important role as a supporting source of information in the consumer decision-making process.

The research also demonstrated that brand awareness has a positive and significant influence on purchasing decisions. The higher a consumer's awareness of the Lenovo brand, the more likely they are to choose and purchase the product. Consumers tend to have greater trust and confidence in well-known brands. Therefore, brand awareness is a key factor in improving purchasing decisions among Lenovo laptop users.

This study also found that brand awareness can mediate the influence of social media promotions on purchase decisions in a positive and significant manner. This indicates that Lenovo's social media promotions not only directly influence purchasing decisions but also increase consumer brand awareness. The higher the brand awareness generated through social media promotions, the greater the likelihood of consumers purchasing Lenovo products.

Finally, Brand Awareness has also been shown to positively and significantly mediate the influence of Electronic Word-of-Mouth on Purchase Decisions. Although the direct influence of E-WOM on Purchase Decisions is insignificant, the presence of Brand Awareness can indirectly strengthen the relationship. This indicates that online reviews and recommendations will be more effective in influencing purchase decisions if consumers already have awareness and understanding of the Lenovo brand. Thus, Brand Awareness is an important variable in strengthening the effectiveness of Lenovo's digital marketing strategy on consumer Purchase Decisions.

4.2 Suggestion

Based on the results of the analysis and discussion of the research that has been carried out, the researcher provides several recommendations which are expected to be input, evaluation, and consideration material for future development and improvement:

1. Lenovo is advised to continuously improve the quality and consistency of its social media promotions to strengthen consumer brand awareness.

The company can leverage platforms like Instagram, TikTok, YouTube, and X to create more interactive, informative content that follows emerging digital trends. Furthermore, utilizing technology influencers, content creators, and product reviewers can help expand its promotional reach to a wider target market. A creative and engaging promotional strategy will help Lenovo maintain its brand presence amidst increasingly fierce competition in the laptop industry.

2. Positive electronic word-of-mouth (e-WOM) needs to be further encouraged by improving product quality and customer service. A positive user experience will encourage consumers to provide positive reviews and recommend Lenovo products to others through digital media. Companies can also leverage customer testimonials, user reviews, and technology forums as part of their digital marketing strategy. Increasing positive reviews online can increase consumer trust and brand awareness for Lenovo.
3. Lenovo is advised to continue strengthening brand awareness as a key factor influencing consumer purchasing decisions. The company can enhance its brand identity through consistent digital campaigns, sponsorships of technology events, and collaborations with gaming, education, and digital creator communities. Furthermore, Lenovo needs to ensure that each product has distinctive characteristics and advantages that are easily remembered by consumers. High brand awareness will help Lenovo become consumers' first choice when purchasing a laptop.

4. Lenovo needs to develop a more integrated digital marketing strategy that combines social media promotion, electronic word-of-mouth, and brand awareness to optimally increase consumer purchasing decisions. Companies need to focus not only on product promotion but also on building long-term relationships with consumers through active communication on social media. Lenovo can also utilize interactive features such as live streaming, giveaways, discussion forums, and customer engagement to increase closeness with consumers. With a more integrated digital marketing strategy, Lenovo can increase brand competitiveness while strengthening consumer purchasing decisions for Lenovo laptop products.