

CHAPTER IV

CONCLUSION AND RECOMMENDATIONS

4.1 Conclusion

This research aimed to empirically examine the influence of influencer marketing and electronic word of mouth through brand awareness on the purchase decisions of Luxcrime consumers in Jakarta. Based on the data analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0 with 108 respondents, the following conclusions are drawn:

1. Influencer marketing has a significant and positive influence on brand awareness among Luxcrime consumers in Jakarta, thus H1 is accepted. This finding indicates that influencer marketing activities on TikTok and Instagram are the dominant mechanism through which consumers build recognition and recall of the Luxcrime brand.
2. Electronic word of mouth has a significant and positive influence on brand awareness among Luxcrime consumers in Jakarta, thus H2 is accepted. This finding indicates that peer reviews and digital recommendations about Luxcrime meaningfully strengthen consumer brand recognition as a consistent supplementary channel alongside influencer marketing.
3. Brand awareness has a significant and positive influence on purchase decisions among Luxcrime consumers in Jakarta, thus H3 is accepted. This finding indicates that consumers who more readily recognize and recall the Luxcrime brand are significantly more inclined to select and purchase Luxcrime products.

4. Influencer marketing has a significant and positive direct influence on purchase decisions among Luxcrime consumers in Jakarta, thus H4 is accepted. This finding indicates that influencer content directly persuades consumers to commit to a purchase, making influencer marketing the variable with the greatest cumulative influence on purchase decisions in the model.
5. Electronic word of mouth has a significant and positive direct influence on purchase decisions among Luxcrime consumers in Jakarta, thus H5 is accepted. This finding indicates that online reviews independently drive purchase behavior by functioning as social proof that reduces consumer uncertainty during the evaluation process.
6. Brand awareness significantly and partially mediates the relationship between influencer marketing and purchase decisions among Luxcrime consumers in Jakarta, thus H6 is accepted. The indirect pathway through brand awareness is stronger than the direct influence, confirming that building brand recognition is the most powerful mechanism through which influencer marketing drives purchase decisions.
7. Brand awareness significantly and partially mediates the relationship between electronic word of mouth and purchase decisions among Luxcrime consumers in Jakarta, thus H7 is accepted. This finding indicates that brand awareness functions as an important cognitive bridge through which digital consumer conversations translate into purchase behavior.

4.2 Recommendations

Based on the findings of this research, the following recommendations are offered to two relevant parties: Luxcrime management as a practical suggestion derived from the weakest indicators in each variable, and academics as a suggestion for future research development.

1. Given that consumer trust in influencer reviews is the weakest indicator in the influencer marketing variable, Luxcrime is recommended to shift toward long-term ambassador partnerships with genuine and consistent product users rather than one-off paid sponsorships. Organic and repeated influencer endorsements will be perceived as significantly more authentic, strengthening the credibility and persuasive impact of influencer content on brand awareness and purchase decisions.
2. Given that the clarity of eWOM content is the weakest indicator in the electronic word of mouth variable, Luxcrime should facilitate higher-quality consumer reviews by providing structured review templates on official platforms such as Tokopedia and Shopee, guiding consumers to include key details such as skin type compatibility, texture, wear duration, and an honest pros-and-cons assessment. Clearer and more informative reviews will more effectively function as social proof and strengthen purchase confidence among potential buyers.
3. Given that top-of-mind awareness is the weakest indicator in the brand awareness variable, Luxcrime management should invest in consistent, high-

frequency brand presence campaigns that go beyond individual product launches to build a distinctive and emotionally resonant brand identity. Developing a clear brand positioning narrative, maintaining consistent visual language across all digital touchpoints, and creating campaigns that reinforce Luxcrime as a high-quality local Indonesian beauty brand will strengthen brand salience in a market dominated by competing local brands.

4. Given that purchase timing alignment with trending content is the weakest indicator in the purchase decision variable, Luxcrime should design time-limited promotional campaigns synchronized with high-engagement social media moments such as TikTok beauty challenges, national e-commerce festivals, and seasonal events. Creating purchase urgency tied to viral content moments will help accelerate the transition from brand awareness to active purchase behavior among the predominantly young and digitally active Luxcrime consumer base.