

CHAPTER IV

CLOSING

4.1. Conclusion

Established from the outcome of the research and discussion in the last part of chapter, the conclusions that can be obtained regarding the influence of viral marketing, online customer reviews and online customer ratings on online shopping decisions are as follows:

1. Viral marketing on Tokopedia based on results in this study proved has a no significant effect on online shopping decisions. This can happen because the majority of respondents declared not all people always follow trends because something is viral but have consideration for what they need. Viral marketing in this research makes consumer interested to know the products and its promotions, but not necessarily buying it right away. Respondents in this case also tended to only spread information related to Tokopedia promotions to fellow BTS fans, so the selection of brand ambassador basically cannot influence everyone to make a shopping decision and viral just a temporary moment which can be finished at any time. This is the reason why viral marketing has no significant effect on online shopping decisions.
2. Online customer reviews on Tokopedia based on research results show that have a significant effect on online shopping decisions. This happen because respondents felt that by seeking information related to product reviews to be purchased, especially reviews with photos or videos, it can increase trust

and confidence in buying the products needed. The majority of respondents stated that looking at reviews can help evaluate products that are of interest in shopping online.

3. Online customer rating on Tokopedia based on research results proved that online customer ratings have a significant effect on online shopping decisions. This happen because respondents felt that the rating on Tokopedia could provide good information in terms of seller service to buyers, compatibility between product photos and product suitability in real terms so that it had an impact on purchasing decisions on a product.
4. Viral marketing, online customer review, and online customer rating together have a significant influence on online shopping decisions. This can be happening because when the BTS as brand ambassador is viral, people who are not fans will may not be interested with its promotions and make a buying decision. In this case, reviews and ratings really help give trust and confidence in the product to be purchased and also adding good information, so that consumers are influenced to shop online. Therefore, viral marketing, online customer reviews, and online customer ratings when taken together have a significant influence on online shopping decisions.

4.2. Suggestions

Related to the results of the research and discussion regarding the influence of viral marketing, online customer reviews and online customer ratings on online

shopping decisions in the Tokopedia marketplace of Universitas Diponegoro students, the researcher can provide the following suggestions:

1. Reached from the results of this study where the use of viral marketing has no effect on online shopping decisions. The majority of respondents feel that everyone already knows the promotions offered by Tokopedia because the advertisements aired by Tokopedia always appear in various media, so respondents feel there is no need to spread this promotional information. So, researchers suggest companies to be able to do deeper research when choosing brand ambassadors for viral marketing so that customers are interested in spreading it as well as being able to influence the audience or followers.
2. In this study it is proven that online customer reviews have an effect to be sure on online shopping decisions, thus if Tokopedia wants to improve online shopping decisions, there is something that need to be improved, especially regarding review information on Tokopedia so that it can be made clearer and easier to understand. In addition to the need for conformity between descriptions and photos or videos uploaded by sellers, Tokopedia needs to fix complaints that cause consumers to give unsatisfactory reviews by prioritizing consumer to giving honest and clear reviews using photos or videos as well as explanations of the products being reviewed.
3. In this study it is proven that online customer ratings have an influence on online shopping decisions. Thus, if Tokopedia wants to increase online shopping decisions, there is something that need to be improved, especially

regarding the lack of consumer trust given by other consumers. This is due to incomplete product descriptions from sellers, reviews without supportive photos or videos from other consumers, as well as unfavorable ratings for products or stores, causing distrust from potential customers. In this case, the rating submitted must be based on consumer reality and always up to date also needs to be increased, Tokopedia must provide evidence or transparency that rating is the truth because consumers rating is being the reference to another consumer.

4. For further research, it is hoped that researchers can develop the research that has been done, for example by using other methods such as mediation, moderation, and others. Furthermore, the researcher also hopes that the next researcher will be able to explore more deeply, this research variable can be reused in subsequent studies but tested on different research objects. In addition, it can also replace or add other variables as well as dimension that are expected to add to the complexity of the research. The limitation on this research, because of the BTS that being used as an ambassador of Tokopedia, but not everyone is a fan of BTS, so that many people are not aware of the promotion of BTS on Tokopedia. Therefore, it is also hoped that future researchers will be able to consider other viral moment or brand ambassadors that has the greatest influence on consumers in making purchases as a study to be studied.