

CHAPTER IV

CLOSING

In accordance with the analysis carried out in this research in the previous chapter of 100 Make Over consumer respondents in the city of Jakarta, the following conclusions can be drawn:

4.1. Conclusion

Based on research on 100 respondents who are consumers of Make Over products domiciled in the city of Jakarta regarding the influence of electronic word of mouth, key opinion leaders and brand image on purchase decisions, it can be concluded that:

1. Electronic Word of Mouth has a positive and significant influence on Brand Image Make Over. This can be interpreted that the better and more electronic word of mouth it will improve the brand image. The majority of respondents felt that the exchange of information between users in the form of reviews and Make Over would improve Make Over's brand image.
2. Key Opinion Leaders have a positive and significant influence on Brand Image Make Over. The higher quality and credibility of the Key Opinion Leader will improve the Make Over brand image. Respondents felt that Make Over's key opinion leader had had a good influence on the audience both in educating and providing informative content that helped consumers in choosing products.
3. Brand Image influences positively and significantly on Purchase Decision Make Over. The better the Make Over brand image will influence consumer purchasing decisions. Respondents in this study felt that a good brand image

would give a good impression so that consumers would not hesitate to buy Make Over products, which are quality brands.

4. Electronic Word of Mouth has a positive and significant influence on Purchase Decision Make Over. The more electronic word of mouth, the more it will help consumers speed up purchasing decisions for Make Over products. The exchange of information that occurs on the internet will help consumers to solidify their choice of purchasing Make Over products.
5. Key Opinion Leaders influence positively and significantly on Purchase Decision Make Over. Key Opinion Leaders who have high credibility can influence Make Over consumers' purchasing decisions. The information provided by the key opinion leader helps consumers obtain information so that they convince consumers to buy Make Over products.
6. Electronic Word of Mouth has a positive and significant influence on Purchase Decision Make Over through Brand Image with partial mediation. The more electronic word of mouth, the better the brand image will be, which will influence respondents in purchasing make over products.
7. Key Opinion Leaders influence positive and significantly on Purchase Decision Make Over through Brand Image with partial mediation. A quality and credible Key Opinion Leader will create a good brand image in the minds of the audience, thus influencing respondents in purchasing Make Over products.

4.2. Suggestion

Researchers provide several suggestions for companies, namely:

1. Suggestions for electronic word of mouth that gets a score below average. First, the intensity of writing reviews on social media needs to be increased for Make Over consumers. Make Over needs to encourage consumers to write reviews on social media because the more good reviews there are, the more it will help improve the brand image and Make Over needs to encourage consumers to provide recommendations for other consumers in the community so that they are motivated to buy Make Over products. This means that Make Over must continue to encourage and provide space for consumers to express and provide positive reviews for Make Over. Make Over can encourage consumers by creating content challenges or competitions with prizes to share experiences of using Make Over and show their favorite products so that they can hopefully provide recommendations to other audiences. In this way, there is an exchange of information as well as increasing reviews and recommendations that occur on social media and influence Make Over purchasing decisions. Second, the intensity of information access on social media needs to be increased, where Make Over needs to provide quality, informative and entertaining content so that consumers can increase the intensity of information access.
2. Suggestions for Key Opinion Leader aspects that get scores below average. First, educate KOLs about the vision and mission and the meaning of the company tagline so that the content provided is appropriate and in line with the company. Second, education about beauty knowledge before creating content

so that the content information can be trusted by the audience. Third, KOLs need to create honest review content without exaggerating the product so that the audience trusts it. Education regarding taglines, beauty knowledge and by creating events that invite Key Opinion Leaders to learn together in creating good quality and informative content that is in line with the Make Over company.

3. Suggestions for Brand Image aspects that get scores below average. First, the uniqueness of Make Over needs to be highlighted so that consumers can see the difference with other cosmetic products. The uniqueness of Make Over in the beauty message. It conveys is in the tagline so that in marketing, the beauty message is emphasized and the advantages of Make Over such as long-lasting make up and many variations can be displayed in advertisements. Second, the intensity of the event needs to be increased, namely once every three months so that consumers can feel closer to Make Over and the large number of promotions will make consumers increase purchasing decisions. Third, the quality of Make Over needs to be maintained and improved so that it is superior to other cosmetic products.
4. There is a need for further research regarding variables outside of electronic word of mouth, key opinion leaders and brand image which only contribute around 66.7%, so there are many other variables that can influence purchase decisions. Other variables such as Trust because it requires consumer trust in Make Over as well as lifestyle variables where Make Over is make up becoming one part of the consumer's lifestyle. And these research variables can

be reused in further research on different research objects, which is expected to add complexity to this research.

It is hoped that some of the suggestions presented can be accepted as input for Make Over and PT. Paragon Technology and Innovation to increase electronic word of mouth, key opinion leaders and brand image that can support Make Over purchase decisions, so that more Make Over consumers will have loyal customers.