

## **CHAPTER 5**

### **CONCLUSION & SUGGESTION**

#### **5.1 Conclusion**

The purpose of this research is to identify and examine the effect of brand ambassadors and promotion intensity towards lender purchase decisions through brand awareness at fintech P2P lending platform PT XYZ in Surabaya. To analyze the effects between variables in this study, the researcher uses the LISREL program 8.80 version with SEM Method. Based on the results of research and discussion are used for the hypothesis. This research contains of 7 hypothesis that were already tested and discussed in the previous chapter. So, from the result above, it obtained the conclusion as follow:

- 1) Brand ambassador is proven to have a significant and positive effect on lender purchase decisions. It means that brand ambassadors have a strong influence and form an emotional connection between potential consumers and the products they promote; it makes people around them more confident in make purchase. The more credible the brand ambassador, the more people can trust and be more confident to purchase. So it can be concluded that the first hypothesis proposed in this research is accepted.
- 2) Brand ambassador is proven to have a significant and positive effect on brand awareness. It can be presumed that the more brand ambassadors have the credibility and uniqueness to convey a brand message to the public, the more the brand will have a possibility to be remembered or be the first to be recognized by customers. This means that the higher the brand ambassador, the higher the brand awareness too. So it can be concluded that the second hypothesis proposed in this research is accepted.
- 3) Promotion Intensity is proven to have a significant and positive effect on brand awareness. The promotion makes a brand famous more widely by potential audiences. So, The more attractive and frequent promotional activities occur, the more audiences can easily remember the brand in their top of mind. The promotion makes a brand famous. So it can be concluded that the third hypothesis proposed in this research is accepted.

- 4) Promotion Intensity is proven to have a significant and positive effect on Lender purchase decisions. It can be caused due to the incentives or exceed benefit given for customer through the Promotion is a possible factor, that can shaping consumer attitudes more interest to make a purchase. So it can be concluded that the fourth hypothesis proposed in this research is accepted.
- 5) Brand awareness is proven to have a significant and positive effect on Lender purchase decisions. Strong brand awareness can create a competitive advantage through the performance of being owned by that product and a strong brand also can provide added value to the product. It can be concluded, by increasing Brand Awareness thus the Purchase Decision will have increased significantly. So it can be supposed that the fourth hypothesis proposed in this research is accepted.
- 6) Brand Ambassador is proven to have a significant and positive effect on Lender purchase decisions through brand awareness. This means that the better a brand ambassador can build brand awareness, the better the consumer purchasing decision will be. In this term, brand ambassadors play an important role as representatives of the brand to communicate the brand information, stimulate public awareness by making a recommendation, and lead people around them to believe and then make a purchase. So it can be concluded that the fifth hypothesis proposed in this research is accepted.
- 7) Promotion Intensity has a significant effect on lender purchase decisions through brand awareness. This implies that brand awareness variable is essential aspect of the effect of the promotional mix on purchase decisions. This result means that the better Promotion is conducted, it will increase public awareness in customers' minds, so that it can build potential customers' trust to decide to purchase eventually. So it can be concluded that the seventh hypothesis proposed in this research is accepted.

## 5.2 Limitation of Research

The limitation of this research, namely:

- 1) This research only takes a sample of respondents, namely PT XYZ lenders who are only domiciled in Surabaya; it would be better to take those who were domiciled in the East Java region, outside Surabaya, or even nationally.
- 2) Most of respondents are student and or Gen-Z or Millenials. It would be better for futher research can take most of sample from people aged around 30 – 50 years old, with an occupation as an employee and or entrepreneurs.
- 3) The data collection method only uses a questionnaire, so there is a possibility that the data is subjective. It is better if the next researcher can interview or direct observation to the respondent so that the research results obtained are more comprehensive.
- 4) This research only examines the influence of brand ambassadors, promotion intensity, and brand awareness on purchasing decisions. There are still other possible factors that can influence consumer purchasing decisions, such as price, cultural, social, personal, product, brand image, consumer psychological factors & so on. Because the average result of R-square (R<sup>2</sup>) is small, which means that a small coefficient of determination (R<sup>2</sup>), the ability of the effect between independent variable & dependent variable is limited (Ghozali, 2016).

## 5.3 Suggestions

Based on the conclusion, it can give the number of recommendations in the form of suggestions that can be taken into considerations as follows:

### 5.3.1 Suggestion for Academic

For the next research, researchers can develop this research by examining other factors that can influence purchasing decisions, such as cultural, social, personal, brand image, and consumer psychological factors. Further researchers can also use other methods in researching purchasing decisions. For example, through in-depth interviews with respondents (users) or even direct observation with users,

so that the information obtained can be more varied than the questionnaire whose answers are already available. Also, further researchers can increase the number of the characteristics of respondents, namely: expanding the reach of respondents throughout East Java or even nationally, so it will include more diversity and get the respondents outside Surabaya so that the data will be more diverse.

### **5.3.2 Suggestion for Company**

The Company needs to enhance the PT XYZ' brand Ambassador program's branding by actively updating PT XYZ' Brand Ambassador activity and progress on the Company's social media. The activities include: Publish documentation recap during the program and recap the experiences from testimonial PT XYZ ' ambassador participants (in the form of a video) to be published further on the Company's social media, etc. It is necessary to strengthen PT XYZ' brand through this program. The promotional activities carried out by the Company are well-attractive to persuade customers to make a purchase.

However, the promos provided are still not sufficient to meet customer needs. So it is necessary to adjust the promotional activities for lenders, not only in promo discounts, but promo can be form like rewards or merchandise after the Customers makes a purchase. It would be better that promotion content is not too hard-selling and wordy. In creating promotional content, one must also adjust it to the main promotional target. For example, Promotions are targeted at millennials aged 18-28. It would be better if the wording used in the promos was more casual, precise and the minimum funding of promos were adjusted to the buying power of millennials as targeted promotion here.

Furthermore, to increase Brand Awareness, the Company needs to make a brand jingle to promote the brand uniquely. As a note, a well-made jingle and or tagline needs to have catchy lyrics and choruses that quickly make people who listen to the song remember it. It is necessary to strengthen the PT XYZ' brand. Due to the lender purchasing decisions are not only based on promotions carried out by the Company, it is essential to approach customers through CRM (Customer Relationship Management) by identifying Customer needs and problems faced by

the customers based on customer characteristics. To generate non-active lenders to become funding lenders, the Company can optimize email marketing to emphasize the value of products and offer the best deal for the registered lender to persuade them to purchase eventually.

### **5.3.3 Sugesstion for Lender**

From this research, the researcher wants to suggest lenders follow the latest information updates through Instagram or other PT XYZ social media platforms actively. Because there are kinds of promotions that might fulfill your needs and can be beneficial for you as a lender in allocating your funds. PT XYZ also provides various exciting information and programs such as live Instagram talk shows, webinars about financial management, Instagram post feed about financial knowledge & product knowledge, and other information that the public can access. Through this, lender can gain more insight into finances to become more financially literate and manage financial more wisely. In these terms, it can be further consideration for the Lender to make the next transaction on the PT XYZ project.

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