

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

This chapter provides four sub-chapters which are conclusion from research findings and discussion, followed by practical implications, limitation related to the process of this study and recommendation or any possibility for future research.

#### 5.1 Conclusion of the Research

Based on the results and discussion of research about the influences of credibility of celebrity endorsement, and brand image on consumers' purchasing intention to halal cosmetic brand (WARDAH), it can be concluded as follows:

1. The purpose of this study was to prove the influences between variables. Research conducted using primary data through questionnaires. Questionnaires consists of 24 items with several sections which are age, faculty, allowance in a month, how respondent discover wardah, credibility of celebrity endorsement, brand image, and purchase intention. Those questionnaires were distributed personally to respondents and through online questionnaires. Samples were obtained 130 and 8 responses could not be processed. Sample selection using purposive sampling technique that allows researcher selected a sample based on specific criteria, such as female students of Andalas University that have intention to buy wardah in the future, who have bought wardah at least once, and currently using wardah.

2. Data analyzed using IBM SPSS Statistics 22.0 and SmartPLS 2.0. IBM SPSS Statistics 22 used for measuring the description of respondents and measure the frequency, percentage and mean of respondents' perception. SmartPLS 2.0 is used because the data were not normally distributed. This software also used to analyze validity test, reliability test and hypotheses testing. Validity test examined the indicators through convergent validity and discriminant validity. This study has done five times for validity testing in order to fulfill the rule of thumb. And reliability testing by looking to the value of Cronbachs Alpha and Composite Reliability. For hypothesis testing, researcher examined the path coefficients. Hypothesis can be said accepted if the value of T Statistic is greater than 1.64 (one-tailed) at alpha 0.05 and confidence level 95%.
3. The results of this research based on hypothesis testing:
- a. Attractiveness of Celebrity Endorsement has a positive and significant influence on purchase intention is **accepted**, it can be proved by 1.715204 (>1.64) for T Statistic and original sample value 0.131558 (positive correlation).
  - b. Trustworthiness of Celebrity Endorsement has a positive and significant influence on purchase intention is **accepted**, it shows 1.780974 for T Statistic (>1.64) and 0.151174 for original sample that means positive correlation.
  - c. Expertise of Celebrity Endorsement has a positive and significant influence on purchase intention is **rejected**, because T Statistic value is

0.102478 which is below than 1.64 and the original sample value is 0.010028 means there is positive correlation.

- d. Brand Image has a positive and significant influence on purchase intention is **accepted**. Based on the T statistic value that is more than 1.64 (5.68371) and this hypothesis shows positive correlation by the original sample value 0.425456.
- e. Three hypotheses are acceptable and one hypothesis is rejected.

## 5.2 Practical Implications

This research provides some implication for improvement in better understanding related the influence of celebrity endorsement's credibility and brand image on purchase intention to halal cosmetic brand (WARDAH) at Andalas University From the result, it is proved one hypotheses in this research is rejected and the other hypotheses, the result also supports the previous studies related with variable used in this research. First implication, respond of the respondent about the attractiveness of celebrity endorsement showed with the highest mean value among trustworthiness and expertise. It shows that respondents give positive respond about the attractiveness of celebrity endorsers. In order to gain more benefit, Wardah should to maintain contract the attractive celebrity endorsers in term of look, personality, vibe, and etc but they should match up with the concept of Wardah. Second implication, is about the trustworthiness of celebrity endorsers. The respondents assume that the celebrity endorsers of Wardah can be trusted. In order to gain more benefit, and intention

to purchase for the potential consumers. Wardah should to find way to make the consumers trust Wardah by giving information that will be presented by celebrity endorsers accurately, and the celebrity endorsers also should give the accurate information that related to Wardah. Third Implication, expertise of celebrity endorsement. In this research shows expertise of celebrity endorsement is rejected. The respondent probably think that the current celebrity endorsers of Wardah is not expert enough in cosmetic sector. So for Wardah should contract expert endorsers like make up artists, dermatologist, beauty vloggers or bloggers in order to gain interest of potential consumers. Fourth implication, brand image comes from external company such as consumers, or even competitors. The result of this research shows Wardah has image based on the respondents' perception. Wardah has good reputation as local cosmetic brand that offers halal products to the market. In order to gain more benefit, Wardah should maintain its positive image by offering such as good quality products, halal cosmetic products, affordable price, and etc to the consumers.

### **5.3 Limitation of the Research**

Concerning data collection and data analysis, the researcher faced limitations when conducting this research. Since this research uses questionnaires to collect the data, the probability of respondents who do not take it serious while filling the questionnaires is high. Since this research only collect data from the female students of Andalas University, so this research can not describe the whole intention to purchase of Wardah in Padang. And then, this research only measure

the credibility of celebrity endorsement so it is not describe the whole attributes of celebrity endorsement (TEARS) like mentioned by Shimp (2010).

#### **5.4 Recommendation**

##### **5.4.1 Recommendation to Company**

In order to gain more benefit, Wardah should maintain to contract the attractive celebrity endorsers in term of look, personality, vibe, and etc but they should match up with the concept of Wardah. Next, Wardah should to find way to make the consumers trust Wardah by giving information that will be presented by celebrity endorsers accurately, and the celebrity endorsers also should give the accurate information that related to Wardah. Then, Wardah should contract expert endorsers like make-up artists, dermatologist, beauty bloggers or beauty vloggers in order to gain interest of potential consumers. Wardah should maintain its positive image by offering such as good quality products, halal cosmetic products, affordable price, and etc to the consumers in order to gain more potential customers.

##### **5.4.2 Recommendation to Future Researcher**

For the next researcher may add other variables that will gain the value of purchase intention. Next researcher may uses all attributes of celebrity endorsement (TEARS) in order to find the accurate result and uses variable word of mouth or electronic word of mouth (Social media, internet, etc). The next researcher may uses interview as data collection method in order to gain more

accurate respond of respondents as well. The next researcher may also compare the universities in Padang, like Andalas University compares to Bung Hatta University. Next researcher may conducted his or her research in Padang that has different range of ages so the research will has more variant responds in term of ages, allowances, incomes, jobs, and many more.

