

## CHAPTER V

### CLOSING

#### 5.1 Conclusion

This research aims to analyse the relationship between celebrity endorser, live streaming marketing and content marketing variables toward purchase decisions. The object of this research is a local skincare product, Somethinc. This research focuses on the TikTok application. Online questionnaire was used to collect data from 120 respondents. SmartPLS was carried out to analyse the data. The results of the research that has been done can be concluded as follows:

1. Celebrity endorser has a positive and significant effect on purchase decision. It shows the role of celebrity endorser to promote Somethinc products influence purchasing decisions of millennials in Padang. It can be concluded that the strategy of celebrity endorsement that used by Somethinc company can be an effective competitive strategy in order to gain customers' attention while using a well-known endorser like Tasya Farasya.
2. Live streaming marketing has a negative and non-significant effect on purchase decision. It means the TikTok live strategy used by Somethinc has no effect on purchasing decisions of millennials costumer in Padang.

3. Content marketing has a positive and significant effect on purchase decision.

This means content video of Somethinc product on TikTok have an effect on buying decision on millennials costumer in Padang. Content video of Somethinc can engage the customers with the interesting content, clear and informative content.

## 5.2 Implication

Based on the overall research results and conclusions obtained, some implication can be developed for interested parties in this research. The implications put forward are as follows:

1. Based on the result from average of celebrity endorser variable, on the statement "I think Tasya Farasya is an honest person" has the lowest average among the others. Because some costumer sometimes does not believe in the results of reviews from several endorsers and they think that the endorser is paid for it. Therefore, Somethinc companies must further increase consumer trust in different ways, such as giving endorsers one week or more to try the products and then reviewing the results. This can increase consumer trust in the product because it can see the progress of using the product. Apart from that, something also tries other endorsers who have good credibility.
2. Based on the result of this study, Content Marketing should be concerned of Somethinc Company to engage more customers and to attract customers to decide on skincare products from Somethinc Company. Interesting content it's extremely important in the digital marketing process but quality content is also important, Somethinc should make equal between interesting with also put the quality of content. Because many people are interested in buying products used online platforms such as TikTok, Instagram, Website and E-commerce. So, Somethinc Company should be put new innovative ways to deliver interesting the quality of content.

### 5.3 Limitation

In conducting the research, there are several limitations that can be concluded, as follow:

1. The number of samples used in this study is limited only 120 samples, so it is still insufficient to describe the real situation of the respondents.
2. This research implements the survey method based on online questionnaire only without interviewing the respondents. It's makes different perception answer from respondent comparing the fact and the distribution of the questionnaire was uneven.
3. In the data collection process, the information provided by respondents through questionnaires sometimes does not show the actual opinions of respondents, this happens because sometimes different thoughts, assumptions and the different understanding of each respondent, as well as other factors such as the honesty factor in filling in the respondent's opinion in the questionnaire.

### 5.4 Recommendation

Based on the overall research results and conclusions obtained, here are some recommendations that may be useful for further research, as follows:

1. For researchers who want to continue this research or make this research a reference, it is recommended to look for other variables that is not yet listed in this study, to make this study more complete, because there are still other factors outside this study which potentially influences the purchase decision.
2. It is strongly suggested to expand sampling size for future research, because the number of target population that involve in digital marketing is very huge. By

expanding the sampling size, it allowed researcher to conduct a detailed and able to elaborate the statistic more accurate.

3. For further research, it is recommended to use several survey methods not only distributing questionnaires, but also conducting interviews with product users so the data obtained is more complete.
4. For further research, it is better to examine some local skincare products in Indonesia, to compare the influence of marketing strategies on several brands, so that research can be useful as a reference for companies in order to improve sales strategies.
5. For further research, it is better to examine several generations such as the Z generation to broaden the scope of research, and it is also better to examine several regions in West Sumatra.

