

CHAPTER V

CONCLUSION

This is the last chapter of the research, this chapter explain about the results presented in the previous chapter. it contains of the conclusion, limitation of the research, implication of the research and recommendation for the further research. This research will discuss and summarize the research objectives, which are the objectives of this research is to find out the influence of Celebrity Instagram Credibility Endorsement (Attractiveness, Trustworthiness, Expertise), Brand Image and Price on consumer's purchase intention.

5.1 Conclusion

in accordance with the research objectives to know the influence of celebrity Instagram credibility endorsement (Attractiveness, Trustworthiness, Expertise), Brand Image and price on purchase intention to a cosmetics product at Andalas University. From the results of the research that has been done by processing data using SPSS 17.0, some conclusions can be taken as follows;

- a. Variable Celebrity Credibility Instagram has a Positive influence and insignificant value on consumer's purchase intention to a cosmetics product at Andalas University. This variable has 3 dimensions where 2 of them (Attractiveness and trustworthiness) showed a positive but insignificant influences on purchase intention. This showed that the attractiveness and trustwothiness of celebgrams is not the first view of consumers to buy cosmetic products. where 1 other dimension that is Expertise, showed a positive and significant influence on purchase

intention, this shows that various expertise in celebgram influences consumers' desire to buy cosmetic products. so because 2 of the 3 variables (2:1) prove a positive but insignificant result, it can be concluded that the variable of Celebrity credibility has a positive influence and insignificant towards the purchase intention to a cosmetics product at Andalas University.

- b. Brand Image variable has a positive influence and has a significant value on consumer's purchase intention to a cosmetics product at Andalas University. This also shows that the higher the Brand Image will make the higher purchase intention, and vice versa, the lower the Brand Image will make the lower the purchase intention.
- c. Price variable has a positive influence and has a significant value on consumer's purchase intention to a cosmetics product at Andalas University. This also shows that the lower the price will make the higher purchase intention, and vice versa, the higher the price will make the lower the purchase intention.

5.2 Limitation of the Research

The researcher realized that the results of this study are imperfect and had many limitations that might affect the expected results. Therefore, this limitation is expected to be considered more for future research. Some limitations in this study include:

- a. This research only examines students who are still actively studying at Andalas University. so the implications of this study are only relevant for

the context of students who are still actively studying at Andalas University not for the purposes of overall generalization.

- b. This research only considers the the influence of variable Celebrity Credibility (Attractiveness, Trustworthiness, expertise), Brand image and price. The researcher realize that there are variables related to purchase intention that can be used by other researchers.

5.3 Implication of the research

- a. For the company

This research is expected to give information to the companies that use celebrity Instagram to support their products, the need to know what elements are in endorsement. This research proves that Attractiveness and trustworthiness of Celebrity instagram have no influence on purchase intention.

however the Expertise showed a positive result for purchase intention in indicator skilled which have the highest average that is 4,14 among all the indicator in expertise. so it is expected that the company can prioritize the the skill of celebgram as a consideration to use celebgram in supporting a product. for brand image and price variables also have positive results which for the highest Brand image points are on Attractive and price indicators on Affordable indicators, so it is expected that the company prioritizes the attractiveness of product brand and affordable of the price to attract consumers of purchase intention.

b. For Academics

This research is expected to contribute to the development of science in the field of corporate marketing strategy in electronics. The findings of this study can also be used as a reference for further research in relevant relationships in research. Further development of this research is to be able to add or enhance research in accordance with existing suggestions and limitations.

5.4 Suggestion

Based on the conclusions and limitations found in this study, there are some suggestions that can be considered as follows:

- a. The suggestion for the company is to pay more attention to the expertise of celebgram in reviewing a product than the attractiveness and trustworthiness. The company is also expected to increase consumer's believe in the product brand, because in this research the customer is very interested in the brand but does not trust the brand's products. The company also expected to offer more reasonable prices to attract consumers in purchase intention.
- b. In further research it is better to expand the scope of the research, not just in university but the further research can research covering the area of West Sumatra or even outside of West Sumatra.
- c. In further research it is recommended to identify and add other variables that are relevant and related to purchase intention and conduct more in-depth research on respondents and adding questions that do not yet exist in

the characteristics of respondents, so that the information obtained will more complete in the research.

- d. In further research it is recommended to increase the number of samples and expand the diversity of samples so that the results of the research can be more accurate.

