

CHAPTER V

CLOSING

5.1 Conclusion

This research has four variables studied, namely informativeness, entertainment, credibility, and purchase intention. This research uses a questionnaire so that the data obtained is primary data distributed via Google form, with the number of respondents in this research being 100 people belonging to generation z who are viewers of Awlaparr's promotional content on Instagram. From the results of the discussion and explanations described in the previous chapter, this research has three hypotheses, where the results of all the hypotheses tested are accepted or supported.

1. Informativeness has a positive and significant effect on purchase intention among generation z people who are viewers of Awlaparr's promotional content on Instagram. This means that the higher the informativeness of a social media influencer's promotional content, it will influence the purchase intention of generation z consumers in purchasing a product being promoted. The descriptive results in this study also concluded that based on the highest average, a promotional content can be considered informative based on the updated information presented in the promotional content.
2. Entertainment has a positive and significant effect on purchase intention among generation z people who are viewers of Awlaparr's promotional content on Instagram. This means the higher the entertainment of an influencer's promotional content, the higher the level of purchase intention in the product promoted. This means that the higher the level of entertainment in Awlaparr's promotional content, the higher the purchase intention of the audience of Awlaparr's promotional content on Instagram. This is supported by the highest descriptive average result on the entertainment variable which states that Awlaparr's promotional content on Instagram is interesting.

3. Credibility has a positive and significant effect on purchase intention among generation z people who are viewers of Awlaparr's promotional content on Instagram. This means that the level of credibility of an influencer has an impact on people's purchase intention. This is complemented by the highest descriptive average result on the credibility variable which states that awlaparr's promotional content on Instagram looks real.

5.2 Implication

This research reveals findings that have the potential to increase understanding in marketing approaches, useful for researchers, academic and marketing management to identify consumer needs and interests. In addition, the results of this research can serve as a guide for companies in adjusting and improving their marketing strategies to increase consumer purchasing intentions. In addition, social media influencers can use these findings as guidelines for designing promotional content that is more effective in achieving the goal of increasing consumer purchasing intentions.

1. For the development of further research, this research can be a basis for understanding more deeply the mechanisms that explain how social media influencers influence customer purchase intention, as well as identifying audience segments that are responsive to influencers so that businesses or SMEs can appropriately target their marketing through influencers. The findings from this research can also explore further research through various types of products that are influenced by marketing strategies involving influencers. Further studies can also pay attention to measuring the performance of an influencer such as its impact on people's purchase intention, apart from that, further research can understand the extent to which consumers associate themselves with the image conveyed by the influencer in conveying insights. This research can also broaden insight into Instagram social media through its influence and type of content. Further research can provide a deeper understanding of the role of influencers in influencing people's purchasing interest, thereby providing practical

guidance for companies and influencers in designing effective marketing strategies.

2. For businesses or SMEs, it is expected that the findings of this study can help a business in choosing the right influencer in promoting their business more selectively to ensure that the product associated with the influencer has high credibility with the consumer. Through this research, businesses can find influencers who meet the standards of strong appeal to the public so as to increase purchase intention, and fulfill the knowledge of businesses and SMEs that collaborating with social media influencers can improve reputation through consumer trust in the products offered or promoted. This research also helps companies or businesses to provide knowledge about marketing strategies through influencers and can increase interaction with consumers through influencers. Long-term relationships with influencers can provide continuity of purchase intent for potential customers. With the findings of this research, companies, businesses and SMEs can enhance the quality of marketing and design the right strategy according to consumer preferences.
3. For social media influencers, this study is expected to serve as a guideline for them to create value-added content, such as delivering valuable, useful and up-to-date information to viewers to increase purchase intention. The findings regarding the entertainment factor in this study provide insight into the importance of creativity in delivering messages through content and then achieving a more creative and engaging approach with various entertainment elements that will result in entertaining, fun and engaging content. This research is expected to enable influencers to maintain credibility, by maintaining transparency and honesty in promotional content to the public to increase the influence of purchase intention. In addition, with these findings, social media influencers can be more selective in choosing businesses to collaborate with, referring to products that match their values and interests for the trust of the content audience. The findings regarding the combination of informative and entertaining content can create a good experience for the audience, as well as applying aspects of

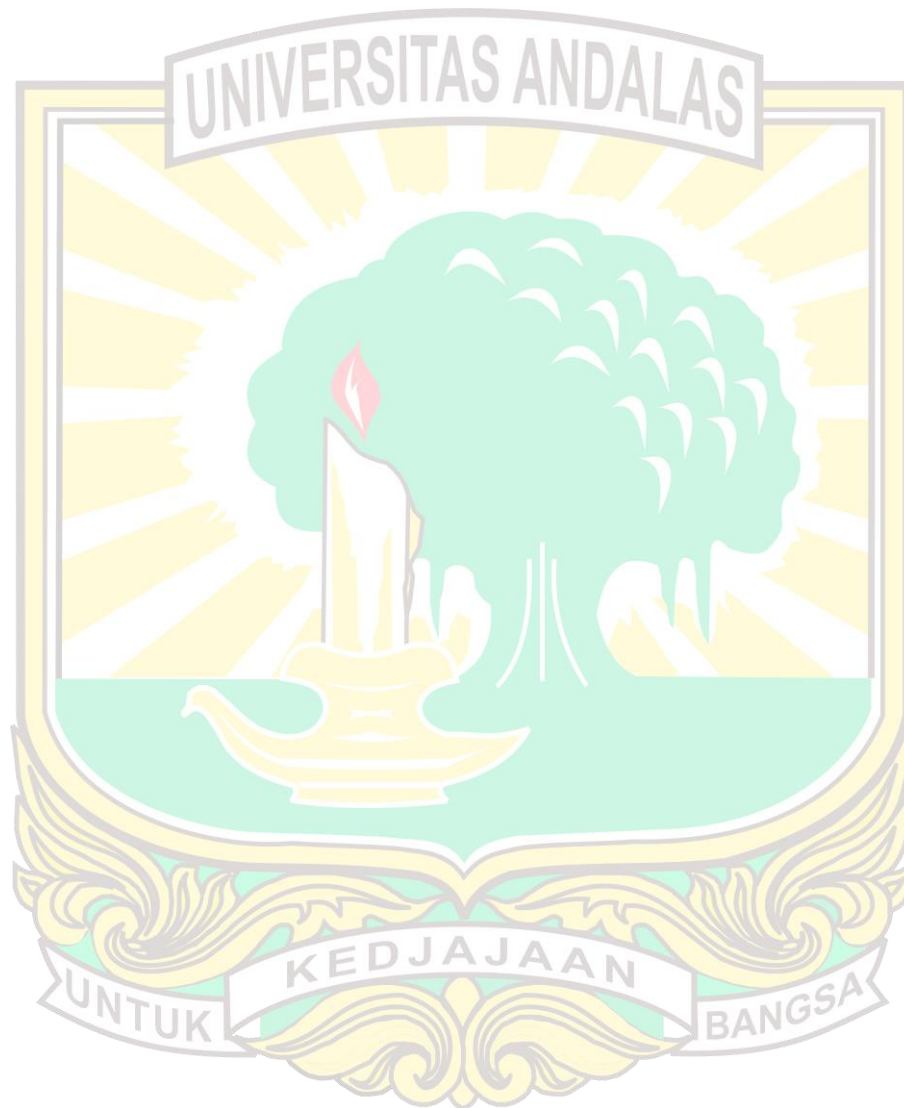
honesty in reviewing a product to remain credible and maintain the trust of the audience. By understanding the implications of these research findings, social media influencers can be more effective in building content that meets their viewers' expectations and needs, thereby strengthening their influence on purchase intention.

5.3 Limitation

The limitations of this research can be summarized and explained as follows:

1. The object of this research is only conducted to the viewers of Awlaparr's promotional content on Instagram, which is one of the social media influencers who often promotes product or business.
2. The research object of this study only focused on one platform social media, namely Instagram that one of many platforms of social media marketing.
3. The conclusions drawn in this research are only based on the acquisition of data analysis, it is hoped that there will be further research on informativeness, entertainment, and credibility to purchase intention with different research methods, a wider sample, the use of more complete research instruments, and different data processing software.
4. In this study only uses media or data collection tools in the form of questionnaires where there are still indications that there may be deficiencies encountered, for example, such as respondents' answers are not careful, respondents' answers are not serious, and respondents' answers are not honest in answering the questionnaire questions.
5. This study also has other limitations, namely the distribution of questionnaires only through online questionnaires (Google Form), and the distribution is not evenly distributed.
6. During this study, researchers found several negative comments on social media regarding the object being discussed, namely that products in Awlaparr's promotional content mostly have a high sugar content, and large calories so that according to the audience can increase weight. This has an impact on the buying interest of some groups of audience, it is hoped that

other social media influencers will sort out products that match the image they want to display on social media in promotional advertising content.



5.4 Recommendation

The following is a suggestion for academics and practitioners who will conduct further research as follows:

1. For further research, it is highly recommended to add other variables that are closely related to purchase intention within the scope of social media influencers, such as perceived expertise, trustworthiness, likeability, personalization, interactivity, attractiveness, and others, which some of these variables mentioned are factors related to advertising value, and attitudes toward influencers. Thus, future research can provide additional knowledge to contribute to helping businesses and SMEs to better understand the impact of social media influencers on people's purchase intention.
2. For further research, it is hoped that it can increase data sources, not only focusing on questionnaires, but also adding data obtained from other methods.
3. Future research is expected to examine more deeply not only the stage of consumer purchase intention, but also the stage of purchasing decisions or materials to the stage of consumer loyalty caused by social media influencer promotional content.
4. Future research is expected to balance the target respondents, especially from various ages so that it can be analyzed more deeply regarding the views of consumers with various age or generation backgrounds.
5. For social media influencers, from the descriptive results of this study in order to increase the creativity of promotional content that is made more enjoyable to attract consumers to buy the promoted products.
6. For future research, it is expected to explore more the differences in taste generation in choosing a product promoted by an influencer. This can affect the classification of audiences who watch an influencer's promotional content.