

CHAPTER V

CLOSING

5.1 Conclusion

This research aims to analyse the relationship between country of origin, ethnocentrism, beauty vlogger review, product involvement toward purchase intention. The object of this research is a local skincare product from Indonesia, This research focuses on the gen Z and millennial. Online questionnaire was used to collect data from 155 respondents. SmartPLS was carried out to analyze the data. The results of the research that has been done can be concluded as follows:

1. Country of origin has a negative and non-significant effect on purchase intention. It means the local cosmetic product from Indonesia has no effect on purchasing intentions of gen z and millennial customer in Padang.

2. Ethnocentrism has a negative and non-significant effect on purchase intention. It means the local cosmetic from Indonesia has no effect on purchasing intentions of gen z and millennial customer in Padang.

3. Beauty vlogger review has a positive and significant effect on purchase intentions. This means review of beauty vlogger have an effect on buying intention on gen z and millennial customer in Padang. Review of beauty vlogger can engage the customers with the interesting content, clear and informative review.

4. Product Involvement has a positive and significant effect on purchase intentions. This mean the involvement of local cosmetic product from Indonesia have an effect on catch the attention on gen z and millennial costumer in Padang.

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 resul from average country of origin variable, on the statement “I think the country of origin helps me increase my desire to buy more suitable cosmetics” has the lowest average among the other. Because some customers prioritize product suitability over the country of origin of the product. so wherever the product comes from will not affect the customer as long as the product is suitable for them. Therefore, local Indonesian cosmetic products must improve their quality and create products that will be suitable for the skin type of Indonesian people and be able to fulfill he needs of market in Indonesia. This can increase customer purchasing intention towards local cosmetics from Indonesia because it has gained its own trust from cosmetic users in Indonesia. long before that, local cosmetics from Indonesia have had very good quality and enough to cover the needs of Indonesian skin.

2. Based on this study Beauty vlogger review has a positive and significant effect on purchase intention, it shows by the higher the public's interest in reviews conducted by beauty vloggers, especially regarding local cosmetic brands from Indonesia, which increases the purchase intention of cosmetic brands. This means that when the attractiveness of beauty vloggers has influenced people's desire to decide to buy, the review of beauty vloggers has become one of the factors that influence them in making purchase intentions for a cosmetic product, one of which is a local cosmetic brand from Indonesia.

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 157 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 intention .
2. It is strongly suggested to expand sampling size for future research, because the number of target population that influence by beauty vlogger review is very huge. By xpanding 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 purchase intention on several brands, so that research can be useful as a eference for companies in order to improve sales strategies.