

CHAPTER V

CLOSING

5.1 Conclusion

This research focuses on exploring the relationship between social media marketing, brand ambassadors, health consciousness, and food safety concern on purchase intention. The object of this study is Gen Z in Padang City. The method of collecting data uses an online questionnaire (G-form) from 145 respondents. The application used to measure this research is SMART-PLS. The research has been conducted and the results of the research conclusions below are:

1. Social Media Marketing has a positive and significant effect on Lemonilo Purchase Intention of Gen Z in Padang, this means that the more the marketing promoted through social media of Lemonilo will affects the purchase intention of Gen Z.
2. Brand Ambassador has a positive and significant effect on Purchase Intention Lemonilo of Gen Z in Padang, this means that NCT Dream as a brand ambassador are able to represent and have knowledge as a commercial star so that consumers have a trust in the advertised product and this has an effect on the purchasing power of Gen Z in buying Lemonilo instant noodles.
3. Health Consciousness has a negative and non-significant effect on Purchase Intention Lemonilo of Gen Z in Padang, this means that health consciousness are not in their consideration to do intention to purchase the products.

4. Food Safety Concern has a negative and non-significant effect on purchase intention Lemonilo of Gen Z in Padang. This means that safety concern are not in their consideration to increase the purchase intention of the products.

5.2 Implications

From the research that has been conducted in this research, there are several implications that can be considered for interested parties in this research, the implications are as follows:

1. The findings of this study inform that social media marketing has an effect on the purchase intention of Lemonilo noodles. Some consumers stated that the content presented by lemonilo was interesting, so this triggered intention in buying lemonilo products. It is recommended that Lemonilo maintain the content presented so that it can attract the attention of other consumers. However, Lemonilo needs to improve marketing on its social media because in the questionnaire score, the lowest score is in the statement “Interacting on Lemonilo's Instagram is trendy”. So this needs to be an evaluation to improve Lemonilo's marketing. Lemonilo needs to take a trendier interaction approach because the sample in this study are Gen Z, who tends to follow trendy things, for example conducting taste test challenge Lemonilo instant noodles and other brands, and implementing humorous contents so that Gen Z feels entertained that would makes the purchase intention of Lemonilo instant noodles.

2. Brand ambassador variable has a positive and significant influence in this study. This means that consumers agree that NCT Dream has an influence on Gen Z's

purchasing interest in Padang. This also means that NCT Dream as a commercial star is able to carry out its role in representing the promoted product. Lemonilo is expected to maintain this marketing strategy and choose the right brand ambassador and increase consumer purchasing intention.

3. The findings of this study inform that health consciousness has a negative and non-significant effect on the purchase intention of Lemonilo noodles. This concludes that currently there is still a lack of awareness among Gen Z to maintain their health. This is likely to occur due to the lack of Gen Z behavior in having access or interest in seeking information about the health. This needs to be evaluated by Lemonilo because there is still a lack of consumer awareness of their health as Lemonilo is a brand that presents as healthy friendly products. It is recommended for the companies to use brand ambassadors to spread awareness as health-friendly products.

4. The findings of this study inform that food safety concern has a negative and non-significant effect on the purchase intention of Lemonilo noodles. It is recommended for companies to run campaigns that the products they offer are environmentally friendly, free from hazardous materials and provide information about the dangers of hazards in a product.

5.3 Limitations

In this research analysis, there are several limitations that can be applied by future researchers, as follows:

1. There were only 145 respondents sample in this study, so it is recommended to expand the sample to explain the respondents' situation in more detail.
2. This study only focuses on independent and dependent variables without any connection between intervening or moderating variables to see the effects in more depth.
3. The sample in this study only focused on Gen Z in Padang City, so it is recommended to research other objects in various age ranges in order to obtain more diverse and detailed research results.

5.4 Recommendations and Suggestions

Based on the research results that have been studied, the following are recommendations that can be used for further researchers, as follows:

1. For further researchers who wants to continue this research or use this research as a reference, it is proposed to examine additional variables that have not been conducted in this study because there are still several aspects that can influence consumer purchase intention.
2. For further research, it is proposed to conduct research using various survey methods such as interviews with product users so that the data obtained is more complete.
3. For further research, it is better to carry out a sampling size with a wider scale. By carrying out the sampling size, this can make research in this field more statistically reliable.

4. For further research, it is suggested to examine several local instant noodles in Indonesia, to compare the purchasing intention on some brands, so that it can be a reference for companies in order to achieve sales strategies.

5. For further research, it is better to examine marketing activities that is related to brand ambassadors and the rise of korean wave which can affect purchase intention in buying Lemonilo products.

6. For further research, it would be better to use a story telling and soft selling marketing strategy approach, such as using humorous content so that consumers have an interest in buying Lemonilo instant noodles.

7. For further research, it is suggested to conduct further research in several regions in West Sumatera.

