

## CHAPTER 5

### CONCLUSION AND SUGGESTION

#### 5.1. Conclusion

Based on the results of research and discussion are used in accordance with the purpose of the hypothesis, some conclusions can be concluded such as follows

1. Expertise has positive effect on purchase intention on Instagram. Endorser that has good expertise, they can show and deliver their knowledge, skills to promote the product, and customer or receiver information have more possibility to have purchase intention
2. Attractiveness has positive effect on purchase intention on Instagram. Endorser with good attractiveness through physical appearance to get good first impression from customer, and how they promote the product will more attract customer.
3. Trustworthiness has positive effect on purchase intention on Instagram. Building trust toward customer is important. With high trustworthiness, customer more like to buy a product that trusted although the product is cheaper or new in the market.
4. Endorser has positive effect on attitude on Instagram. Endorser with good knowledge, skills, appearance, and

can build trustworthiness positively, will make customer take an action positively.

5. Attitude has positive effect on purchase intention on Instagram. Therefore, negative or positive of customer attitude will cause purchase intention negatively or positively depend on the endorser who cause customer attitude.
6. Customer agree toward all statement of endorser, expertise, trustworthiness, attractiveness, and customer's attitude that influence purchase of MD Clinic on Instagram

## **5.2. Suggestion**

Based on the conclusion, it can be given a number of recommendations in the form of suggestions that can be taken into considerations as follows:

### **5.2.1. Academic Suggestion**

1. For the next research, it is advisable to add or change dependent variables such as perceived value, product quality, and consumer loyalty.
2. The next research should also increase the number of the respondents and city, so it will be include more diversity. The researcher can do the research specific respondent such as only employee, or people above 25 years old,

because they have different thinking than young generation. So, that the results of research can be compared between different specific respondent.

3. For the next research, it is advisable to change or add independent or dependent variable if the research do to the same respondent and place, because it was proven that all respondents agree with the statement of all variables.

### **5.2.2. Practical Suggestion**

Proposed suggestions related to the research conclusions are as follows:

1. For the MD Clinic store on Instagram, endorser is not only famous people. For the minimum budget of marketing, using friends that have skill and interesting appearance to promote the product in social media is very recommended. It is not only minimizing your budget, but you can help your friend to be more known by other.
2. Good endorser doesn't mean that the product also good. The consumer needs to check more detail about the store and the product, such as the followers of the store, and comment of the post. More positive comment and followers, the store and the product should be more recommended and trusted

3. Consumer Online on Instagram at Surabaya is also good. It is means that all indicators show a good criterion and consumer say agree, because people in Surabaya know that MD Clinic use many endorsers which is one of them is Rachel Venny on Instagram to market their product/services. This is the good platform to buy a product or services when they want to see review of the product from the endorser, likes, and comments.

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