

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the research result that have been discussed, some conclusions can be drawn as follows:

1. Physical attractiveness has positive effect on consumer attitude
2. Celebrity credibility has positive effect on consumer attitude
3. Celebrity brand-congruence has no positive effect on consumer attitude
4. Celebrity activeness on social media has no positive effect on consumer attitude
5. Perceived brand credibility has positive effect on consumer attitude
6. Consumer attitude mediate the effect of physical attractiveness on purchase intention
7. Consumer attitude mediate the effect of celebrity credibility on purchase intention
8. Consumer attitude is not mediate the effect of celebrity brand-congruence on purchase intention
9. Consumer attitude is not mediate the effect of celebrity activeness on social media on purchase intention
10. Consumer attitude mediate the effect of perceived brand credibility on purchase intention

B. Implication

Based on the result of the research and discussion previously described, the implications that the research can give as a consideration for future decision making are as follows:

1. Managerial implication

- a. Essa skin care is expected to provide more attractive promotions such as giveaways, and live streaming with famous celebrities.
- b. Essa skin care is expected to provide more and more complete information about the uses of Essa cosmetic products and also provide the required information directly to consumers.
- c. Essa skin care is expected to use the celebrity who has good physical attractiveness, a celebrity who can be trusted and is not involved in controversy, a celebrity who matches essa beauty products, and the celebrity who is very active in social media.
- d. Essa skin care is expected to expand its promotion through other social media such as tiktok, twitter, and facebook.
- e. It is hoped that Essa skin care will listen more and respond to comments, criticisms and suggestions to evaluate the quality of Essa skin care products to be even better.
- f. Essa skin care is expected to use the national celebrity.

2. Theoretical implication

In future research, it is expected to develop a research model using other variables in analyzing the factors that affect purchase intention other

than the variables in this study, such as familiarity and likeability variables. And also, future researchers are expected to get more respondents from this study in order to the resulting data is more accurate.

C. Limitation

In this research, data collection was carried out by distributing online and offline questionnaires. In the process, not all questionnaires were returned in accordance with the planned number, the researcher only got 140 respondents' answers from 145 data that were distributed, because not everyone wanted to fill out the questionnaire. In filling out the open-ended questionnaires, many respondent did not answer, it makes difficult for researcher to draw conclusion based open-ended question. In this research. In this study there are still variables that do not affect consumer attitudes, namely celebrity brand congruence and celebrity activeness on social media. The other limitation In this study are consumer attitude does not mediate between celebrity brand congruence to purchase intention and consumer attitude does not mediate between celebrity activeness on social media on purchase intention.