

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **A. Conclusion**

Based on the results of the research analysis that has been conducted, the following conclusions can be drawn.

1. Physical Attractiveness has a positive effect on Vlogger Credibility. This indicates that high attractiveness proven can increasing the respondents level trust to that vlogger.
2. Attitude Homophily has a positive effect on Vlogger Credibility. This shows that similarities things that respondents and vlogger has can increasing the respondents level trust to that vlogger.
3. Vlogger Credibility has a positive effect on Purchase Decision. This means that credibility of vlogger driven by physical attractiveness and homophily can helping customer for considering to making purchase decision later on.
4. Brand Image moderates the relationship between vlogger credibility and purchase decision.

#### **B. Implication**

##### **1. Theoretical Implication**

The findings of this research offer important theoretical implications by supporting and extending Stimulus-Organism Theory (SOR), which an external stimulus that is in line with the vlogger credibility (Physical Attractiveness and Attitude Homophily), are elements that can be directly observed by the audience in the his vlog content on YouTube. It's in line with internal state of the viewer which is the result of psychological process triggered by the perception of the vlogger and brand after receiving the stimulus and will process it internally through perception, emotion, and personal consideration. And the last one theory is Response that is in line with the end result of a positive perception of the vlogger credibility and brand image, namely the emergence of intention to making purchase

decision later on. These results highlight the need to further explore the dual-processing nature of consumer decision-making in emotionally charged settings.

Future researchers are encouraged to expand this model by incorporating additional antecedents such as media influence, cultural identity or nature trip activities, which may further clarify how external stimuli shape attractiveness, homophily, and emotional reactions for making purchase decision. Furthermore, considering individual differences like consumer ethnocentrism or political ideology as moderating variables can enrich the theoretical model, offering a deeper understanding of how different consumers respond to brand-related controversies. Furthermore, considering individual differences like consumers who potential more excited when joining direct nature trip that sponsored by Eiger through interactive campaign to get more loyal customers, offering deeper understanding and engagement of how different consumers respond to brand related to their adventure hobbies. This view confirms that consumers are not only influenced by vlogger attractiveness and homophily, but also by their perception of the brand image that the Eiger has.

## **2. Managerial Implication**

- a. The research findings show that physical attractiveness has a strong and significant positive influence on vlogger credibility, especially when those feeling are triggered by watching Fiersa Besari when he sharing the moments and speak up with him communication style on his YouTube vlog content. For adventurer vlogger, like Fiersa Besari which often become the target of people who love nature adventure, it's important to following Fiersa Besari by being open and building good relationship with him, clearly that the vlogger stays attractive in adventure matters. Companies like Eiger also should be ready to deal with vlogger not only Fiersa Besari, especially in many social media, to reach out people emotional reactions more easily that can lead

people to feel attract or level up the credibility because of physical attractiveness. Using tools monitor online conversations and content clearly, responding quickly and kindly to concern and giving clear information about the nature adventure can help increase attention and attractiveness more bigger of credibility.

- b. The results also show that vlogger credibility driven by attitude homophily is positive effect on vlogger credibility. Therefore, brand need to go beyond highlighting and embrace vlogger that has good credibility in terms of things similarities. For next endorsement Eiger should may embrace vlogger in specific skill in the field more such as in the adventure in nature and may Eiger looking for another travel vlogger who in a different field with Fiersa Besari in order to customers have different role model.
- c. Additionally, the findings that a strong brand image can increasing the influence of external factors such as physical attractiveness and attitude homophily on vlogger credibility show how important it is for companies to making collaboration with several travel vlogger in a good way significantly influencing purchasing decision, brand should responding directly to customers feedback because Eiger is outdoor brand so make sure that any product can being functional in outdoor while customer using for adventuring. They can also share real stories or nature trip with customers by sponsored Eige brand thorough interactive campaign or nature trip. Especially with customers who love adventures so much and willing to making purchase because of real experience, it's good way to company do for reach out more trust of customers.

### **C. Limitations and further research suggestions**

The limitations of this study are as follows.

1. Several indicators did not meet validity requirements during the data analysis phase. Specially, 2 indicators from the Brand Image variable were identified as invalid. As a result, only 20 indicators of the total 22

indicators were included in the final model testing. This limitations may have constrained the comprehensiveness of the measurement model, especially in fully capturing the Brand Image.

2. The coefficient determination ( $R^2$ ) for for the dependent variable Purchase Decision is 0.407 indicating a medium level of explanatory power. However, the  $R^2$  for Vlogger Credibility is 0.283, suggesting that a medium portion of its variance is influenced by other factors. These findings highlight the need for future research to incorporate additional variables that could provide a more comprehensive understanding of the factors influencing purchase decision, as well as physical attractiveness or other aspects of credibility.
3. This approach is also expected to provide more substantial empirical evidence on the importance of brand image in supporting relationship between vlogger credibility and purchase decision. This condition suggest a potential overlap stimulus credibility driven by physical attractiveness and attitude homophily, implying that the stimulus may not be enough for the next marketing theory in the future. Future studies should consider to using marketing theory with new perspective relevant to the digital context. In the next studies, contributes to the development of marketing theory and provides practical guidance for companies to formulates formulate more effective marketing strategies in the digital age.