

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the research that has been done, conclusions can be drawn from the research findings as follows:

1. Influencer Marketing has a positive effect on Brand Engagement.
2. Influencer Marketing has a positive effect on Brand Trust.
3. Influencer Marketing has no effect on Purchase Intention.
4. Brand Engagement has a positive effect on Purchase Intention.
5. Brand Trust has a positive effect on Purchase Intention.
6. Brand Engagement positively mediates the effect of Influencer Marketing on Purchase Intention.
7. Brand Trust positively mediates the effect of Influencer Marketing on Purchase Intention.
8. Brand Reputation does not moderate the relationship between Brand Trust and Purchase Intention.

B. Implication

1. Theoretical Implication

This research confirms the applicability of SOR theory in the context of how influencer marketing can influence engagement and trust, which in turn, would affect purchase intention. This research also provides additional insight on an academic literature regarding influencer marketing, especially in the context of consumer perceptions towards promotional content on Instagram stories.

2. Managerial Implication

The results of this study provide benefits. These managerial implications can help brands consistently maintain collaboration with the influencer through Instagram Stories and responsive. The credibility influencer includes honesty in providing reviews.

Influencers should use products regularly in their daily lives, not just give one-time reviews. This is the basis for building a strong brand. For brands, Fadil is able to provide extensive reach and significant engagement to promote their products. Fadil is able to provide a wide reach and significant engagement for promotions. His lighthearted and humorous communication style makes promotional messages feel more natural and less like direct advertising. For Fadil Jaidi's followers, they not only enjoy light, entertaining, and relevant content, but also get product recommendations from someone they like. Followers can also easily access product information and promotions through links within his Instagram Stories. This not only encourages the followers' interest in the promoted product but also makes followers want to continue viewing Fadil Jaidi's Instagram stories. Brands are advised to collaborate with influencers such as Fadil Jaidi on social media, specifically Instagram Stories, because Fadil has unique appeal, including his humorous and lighthearted communication skills. Fadil is known for his ability to provide visual experiences such as try on to increase trust in the products being promoted.

C. Research Limitation

This research still has limitations that occur, so there are things that need to be improved for further research, as follows:

- a. The results of this research only apply to macro-influencers in certain regions and engagement measurements only focus on Instagram stories reaction (likes, comments, shares). For future research, engagement can be broaden, such as website visits or direct purchases.

- b. The results of this study regarding brand reputation as a moderator does not moderate the relationship between brand trust and purchase intention. One reason for this is that consumer perceptions of brand reputation on social media are diverse and not always consistent. Even if a brand has a good reputation in general, information circulating on various social media platforms such as TikTok, YouTube, and X (Twitter) can give rise to conflicting opinions. Consumers, especially active social media users, are often more influenced by personal experiences or direct recommendations from influencers than by the brand's established reputation. This means that brand reputation does not automatically foster brand trust or purchase intention. For further research, it is recommended to expand the scope of social media platforms used, such as TikTok, YouTube, or X (Twitter), to compare the effectiveness of each medium in shaping brand trust and purchase intention. This is important because each platform has a different form of interaction, which can provide a more comprehensive understanding of the role of social media in influencing consumer behavior.
- c. The results of this research on R-Square test did not reach 0.9. Further research could include additional variables to make the model more complex.