CHAPTER V
CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the discussion of the research results, some conclusions can be drawn as follows:

1. Celebrity endorser's credibility has positive influence on attitude towards brand

2. Celebrity endorser's attractiveness has positive influence on attitude towards brand

3. Celebrity endorser's familiarity has positive influence on attitude towards brand

4. Celebrity endorser's match-up congruence has positive influence on attitude towards brand

5. Celebrity endorser's credibility has positive influence on brand image

6. Celebrity endorser's attractiveness has positive influence on brand image

7. Celebrity endorser's familiarity has positive influence on brand image

8. Celebrity endorser's match-up congruence has positive influence on brand image

9. Attitude towards brand has positive influence on purchase intention

10. Brand image has positive influence on purchase intention

B. Implication

1. Empirical Implication

Based on the conclusion, celebrity endorser has powerful influence on attitude towards brand and brand image, then occured customers' purchase intention than non-celebrity. According to Rubylicious experience, the latest celebrity endorser which is Ayudia Bing Slamet, successful to bring positive influence to Rubylicious in terms of customers' brand attitude, perceived image of Rubylicous brand, and its purchase intention towards the product. For further marketing strategy using celebrity as endorser, there are several ways that Rubylicious should consider, as folows:

a. Embrace celebrity that has good credibility in terms of qualified, skilled, honesty, and trustworthy. Inspite Ayudia Bing Slamet is credible enough to be endorser of Rubylicious because her skills in photography, fashion style, and persuade people, for the next endorsement Rubylicious may embrace celebrity in spesific skill in the field like fashion blogger.

b. Embrace attractive celebrity in terms of classy, beautiful, elegant, and eye-catching. It was not a mistake to embrace Ayudia Bing Slamet for Rubylicious's endorser, eventhough her age does not young anymore but for the soul and style, Ayudia Bing Slamet still proper to represents some products from Rubylicious. For the next, Rubylicious may embrace celebrity in range age 20 – 22 years old to be representative of customers in that age.

c. Embrace celebrity who familiar and popular. Rubylicous can see from the frequency celebrity on advertisement, frequency celebrity at events or festivals, and frequency celebrity on internet. For the latest endorser, Rubylicious embraced celebrity who now popular in social media, for the next endorsement Rubylicious may embrace celebrity who popular in television or can embrace celebrity that popular both in television and social media.

d. Embrace celebrity that match with product endorsed and able to represent brand well. The indicators are congruity, personality, fitness, and image. Ayudia Bing Slamet successful represents Rubylicious product for hijabers, because she wears hijab in daily life. For the next, Rubylicious may looking for another celebrity who do not wear hijab in order to customer have different role model by celebrity that wears hijab and do not.

Furthermore, as an effort to increase the consumers' purchase intention, management of Rubylicious online store needs to make priority on customers' attitude towards brand and its brand image. The ways can be done by build the community of Rubylicious online store, differentiate the products of Rubylicious online store from competitors, offering and selling the products with high quality and the competitive prices, improve the consumers' experience with Rubylicious online store and always follow up the consumer complaints optimally.

2. Theoretical Implication

Refers to the limitations of this study, further research need to add the number of respondents, such as ideal number of respondents that proper with the analysis technique in order to obtain results that more accurate. Further research also can extend the studies to incorporate the other independent, mediator or moderator variables like brand credibility and other indicators of celebrity like expertise, and develop wider object to produce the better result, more generally and objectively.