

## **V. CONCLUSION AND IMPLICATION**

### **A. Conclusion**

1. Credibility of vlogger has a positive effect on brand awareness.
2. Attractiveness of vlogger has a positive effect on brand awareness.
3. Expertise of vlogger has a positive effect on brand awareness.
4. Brand awareness has a positive effect on purchase intention.

### **B. Implication**

#### **1. Empirical Implication**

Celebrity endorser has powerful influence on brand awareness, then occurred customers' purchase intention than non-celebrity. According to Traveloka experience, they use kind a new marketing strategy which is use Arief Muhammad such a vlogger on youtube to promote their product and services, successful to bring positive influence to Traveloka in terms of increasing the level of awareness and its purchase intention towards the product For further marketing strategy using celebrity as endorser, there are several ways that Traveloka should consider, as follows:

- a. As an effort to increase the consumers' brand awareness, management of Traveloka App needs to make priority on credibility of vlogger, attractiveness of vlogger and expertise of vlogger. Furthermore, as an effort to increase the consumers' purchase intention, management of Traveloka App needs to make priority on consumers' brand awareness. The ways can be done by differentiate the products of Traveloka App from

competitors, offering and selling the products with high quality and the competitive prices, improve the consumers' experience with Traveloka App and always follow up the consumer complaints optimally.

- b. Embrace vlogger that has good credibility in terms of strenght, confident, sincerity, and honest. Attractive vlogger in terms of appearance, desire, attention, interest. Expertise of vlogger in terms of knowledge, experience, authority, and training. Arief Muhammad is credible enough to be vlogger and colaborate Traveloka on youtube because those indicator that he has and he can bring his audience to know about the product that he promote on youtube. For the next endorsement Traveloka may embrac e celebrity in spesific skill in the field more such as in the traveling world and may Traveloka looking for another velogger who in a different field with Arief Muhammad in order to customer have different role model.
- c. Improve the sales promotion of Traveloka, they should pay attention about the terms and regulations about discount or promo to consumer. Traveloka could adding more creative discount of product and services so it can attract more customer from that. Increase the level of consumer interest to continuous purchase in Traveloka application, because so many competitor of Traveloka, the company should always keep innovating and improving by promoting their product in order make more interesting visual appeal related with the promotion offers.

## **2. Theoretical Implication**

Refers to the several limitations within study, further researches need to extend the studies by adding the other independent variables such as customer perceived value, customer purchase decision or adding the moderator variable such as brand image, brand identity, brand quality. Further researches are also needed to choose and add the number of respondents that in practice can use the probability sampling method, and develop wider objects to produce better results and more generally and objectively.