

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

The following is the conclusion of the discussion results in this study :

1. Celebrity Endorsement is proven to have a significant and positive effect on Purchase Intention. The respondents response on celebrity endorsement determines the purchase intention in Dotic Donut Instagram. This research result is also proven that celebrity endorsement can influence consumer to make purchase decision. Using celebrity endorsement is making consumer more aware with the products.
2. Celebrity Endorsement is proven to have a significant and positive effect on Consumer Trust. The respondent's response on celebrity endorsement determines the consumer trust in Dotic Donut Instagram. This research result is also proven that celebrity endorsement can influence consumer trust. It could be concluded that consumer tend to trust with the product through celebrity endorsement.
3. Consumer Trust is proven to have a significant and positive effect on Purchase Intention. The respondents response on consumer trust determines the purchase intention in Dotic Donut Instagram. This research result is also proven that

consumer trust can influence purchase intention. Trust make consumer feel secure and this thing make consumer want to make purchase decision.

5.2 Suggestion

5.2.1 Theoretical Suggestion

The research study result can be used for the other academics and researchers who do similar research study or continual study about influence around Celebrity Endorsement, Consumer Trust, and Purchase Intention. This research focus on the influence of Celebrity Endorsement and Consumer Trust through Purchase Intention in Dotic Donut Instagram. It can be implement with other object according to the other researchers object.

5.2.2 Pratical Suggestion

The practical suggestion is given to Dotic Donut Instagram based on each variable, will be :

1. **Celebrity Endorsement**

According to the questionnaire, physical attractiveness indicator on “in my opinion, celebrity / influencer Malang who used by Dotic Donut make consumers interested to buy” are having the lowest means than others. It means Dotic Donut need to more focus on selecting celebrity / influencer for celebrity endorsement. Dotic Donut need to make sure on celebrity expertise. They should endorse celebrity who are

expert experience on food and beverages sectors like Farah Queen, Chef Aiko, food blogger, and food vlogger.

2. Consumer Trust

According to the questionnaire, benefit indicator on “I believe, the number of followers in Instagram shows Dotic Donut can be trusted” are having lowest means than others. It means Dotic Donut need to concern on increasing Instagram follower number. More follower could influence popularity and reputation between Dotic Donut and the consumers who buy their products.

In other case, Dotic Donut using marketing digital platform from Instagram in selling their products. It means the consumer only order by looking at the picture, not the real products. There is a possibility that the product received by consumers is flawed and would be making consumer disappointed. Dotic Donut need to give guarantee for their consumer if they get flawed product and also giving compensation like get a half dozen donut free.

3. Purchase Intention

According to the questionnaire, transactional indicator on “I am interested to buy Dotic Donut products” are having lowest means than others. It means Dotic Donut need to concern on transaction experience for making it become interested. Along

run their business, Dotic Donut using personal courier in delivering consumer product and tradisional payment by direct payment. Making consumer transactional interest need some breakthroughs in selling products. For instance, Dotic Donut could collabore with OVO payments. These ways would make the consumer be interest in making purchase intention. The point in making consumer transactional interest is simple and easy transactions experience.

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