

CHAPTER 5

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1. Conclusion

The following is the conclusion from the research regarding the influence of typical-person endorser (sbyfoodie) which consists of 4 variables, visibility, credibility, power, and attractiveness against customer purchase intention.

According to the research done on the subject, sbyfoodie, two conclusions can be made. Firstly, turns out that when the variables are tested individually, the results are that two of the independent variables, Power and Attractiveness actually have significant effect on Purchase Intention. On the other hand, Visibility and Credibility turn out have little to no significant effect toward Purchase Intention.

However when tested together, all four independent variables have a significant impact on Purchase Intention. This means that those four independent variables are able to be managed together and work together to significantly improve the Purchase Intention on sbyfoodie content.

Therefore, the higher the value of Visibility is the more people are influenced thus raising the total amount of Purchase Intention. However, because Visibility's impact is not significant, in order to achieve a significant result, the Visibility will need to be boosted to its maximum capacity.

Having the subject on a social media platform and having a search engine friendly name, sbyfoodie are using ways to maximize its Visibility to increase the significance of the variable. Whenever someone who wants to find new food options that can be found in the city of Surabaya, sbyfoodie can be found easily in the widely used platform of Instagram. With how Instagram is connected, users can quickly and easily share pictures of interest with other people, indirectly increasing the Visibility of sbyfoodie by its followers. Furthermore, this exposure can increase the Purchase Intention of the viewer more significantly.

For credibility this might be explained as people only being gaining interest when they see a particular food that they feel like that they will enjoy because of how it looks. If they find nothing of interest they will just move on to the next picture. Thus if they see a picture they like, they will spend time to investigate further and find where the location is so they can try it for themselves, if they did not like the food in the picture they will ignore the picture and move on to the next picture wasting little time.

With using power, it can influence the follower's desire to purchase a product significantly. Comparing to the questionnaire questions, it can be concluded that the Power in question involved here is related to the food's presentation and picture quality.

For attractiveness, this result can be influenced by the hesitation respondents get because of edited photos. The more fictitious the photos seem, the farther away they get from authenticity. This may result in an over expectations that lead to disappointment. Therefore, in order to increase the purchase intention significantly, the attractiveness needs to be suppressed. This action could maintain the authenticity of the product and increase the desire to buy the product without any false expectation.

5.2. Limitations

In this study there are several limitations that can affect the conditions of the study. The limitations are how limited the number of respondents who participated in the study is and that the questionnaires are distributed solely through online methods may be better if distributed through both offline and online methods could can result in higher number of respondents than just through online methods only.

5.3. Suggestions

Based on the results and conclusions from this study, the following suggestions can be given:

5.3.1. Academic Suggestions

Knowing the conclusion of this research, suggestions towards future academic research is to facilitate other variables that may have significant effect on Purchase Intention because the more variables that is significant, the more useful the information for the subject might be. Because Instagram, as of the time of writing, no longer has likes as a point of measurement anymore and there are no measureable equivalents that can be accessed.

5.3.2. Practical Suggestions

Practical suggestions for sbyfoodie can be making short videos reviews of the food being endorsed to provide more information for the followers to consume. Another suggestion would be to put a poll for followers on which restaurant sbyfoodie will endorse next to allow the followers a chance to participate with the endorser.

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