

5. CONCLUSIONS

5.1 Summary

Given the background that the writer has explained in Chapter 1, the writer developed one research question. The research question is whether celebrity attractiveness, trustworthiness, expertise, and reputation individually have a significant impact on Cotton Ink's customer purchase intention.

To achieve the main objective of this research, the researcher came up with four hypotheses. To test those hypotheses, the researcher created and distributed a questionnaire and collected 99 respondents, which only 88 respondents whose answer is valid and reliable.

The validity and the reliability of the variables will be measured with Pearson Correlation and Cronbach's Alpha, respectively. Once the data is proven to be valid and reliable, the classical assumptions test is conducted. The logic of the classical assumptions test is to prevent biased result, which will later affect the multiple linear regression test. In this research, the researcher is going to use three out of four classical assumptions tests which are normality, heteroscedasticity, and multicollinearity test.

After all the gathered data passed the classical assumptions test, then the writer can move forward to the multiple linear regression test proposed by Ghazali (2016) which are F-Test, T-Test, and Adjusted R-Square. The F-Test results (Table 4.12) shows that the significance value is lower than 0.05 which verifies that null hypothesis is rejected and in this case, at least one of the independent variable which are the celebrity attractiveness, trustworthiness, expertise, and reputation has an impact on Cotton Ink's customer purchase intention. In addition, only expertise as the independent variable which has a significant impact on Cotton Ink's purchase intention. Whereas for other independent variables such as attractiveness, trustworthiness, and reputation does not have a significant impact on Cotton Ink's customer purchase intention.

Furthermore, the Adjusted R-Square result is 0.802 or 80.2% which means that 80.2% of Cotton Ink's customer purchase intention can be described by

credibility which consists of attractiveness, trustworthiness, and expertise, as well as reputation. Meanwhile, 19.8% of Cotton Ink's customer purchase intention can be described by other variables which are not discussed in this research.

Based on the findings of this research, it can be concluded that most Indonesian customers are not influenced by celebrity attractiveness, trustworthiness, and reputation in purchasing a product. However, they are influenced by the celebrity expertise which indicators are experience, knowledgeable, qualified, and skilled. This is supported by Chi, Yeh, Huang (2009) findings that a celebrity or endorser expertise can draw people's attention and increase their purchase intention in a short period of time. An individual or a celebrity who is knowledgeable, qualified, skilled, and experienced will more likely to influence customer purchase intention rather than being attractive and reputable (Chi, Yeh, & Huang, 2009). According to the survey result of this research, the researcher can conclude that once a celebrity or an individual is regarded as an expert, then that person will be regarded as someone who is making a good decision which will influence the purchase intention of the customers.

5.2 Recommendations

As expertise is the only independent variable which gives a significant impact towards Cotton Ink's customer purchase intention while the other independent variables which are attractiveness, trustworthiness, and reputation are not. Given these points, the researcher is going to give recommendations to Cotton Ink as a local fashion brand to pay more attention to these elements in order to compete in the competitive environment among Indonesian local fashion brands.

Referring to the expertise, Cotton Ink needs to always ensure that they are collaborating with the right individual who is experienced, knowledgeable, skilled, and qualified as expertise is the most persuasive variable which has greater influence on purchase intention of Cotton Ink. As only expertise which gives a significant impact on Cotton Ink's customer purchase intention, this research shows that customers do not take into account whether the attractiveness, trustworthiness, and reputation of the celebrity as long as the celebrity is an expert.

5.3 Limitations of the Research

There are three limitations of this research, which is the limitation of scope, the celebrity chose to be analyzed which is in this case is Dian Sastrowardoyo, and the indicator of the purchase intention.

The first limitation is the limitation of scope. Since the researcher only targeted this research to Surabaya citizens, some of the respondents do not know what Cotton Ink is. Under those circumstances, it is best to also target Jakarta citizens since Cotton Ink is originally and quite popular in Jakarta.

The second limitation of this research is the celebrity chosen to be analyzed. In this case, the research is focused only discussing Dian Sastrowardoyo while there are other public figures who are also collaborating with Cotton Ink to celebrate its 10th year anniversary, they are Isyana Sarasvati, Raisa Andriana, and Vanesha Prescilla.

The third limitation of this research is the indicator of the purchase intention. Due to the limited indicator of purchase intention which is only one, the validity and the reliability of the dependent variable which is the purchase intention cannot be done. Also, the measurement of this one indicator cannot be categorized clearly whether it is an ordinal or interval.

5.4 Suggestions for Further Research

Together with the three limitations of the research, there are three suggestions for further research.

The first suggestion proposed by the researcher is to expand the scope of the research. As stated in the previous section that Cotton Ink is an Indonesian local fashion brand which originally came from Jakarta. Hence, it would be more accurate if the scope is expanded to Jakarta since more people know who and what Cotton Ink is without misinterpreting who and what they are.

The second suggestion is to discuss more than one individual or in this research is regarded as a celebrity. For further research, it will be better to discuss more than one celebrity since it can be an additional point of consideration and comparison between individuals which later will affect the direction of the research itself.

The third suggestion is to find the correct indicators for the dependent variable which is the purchase intention. As suggested by Shukla (2010), there are three indicators which can measure purchase intention as a dependent variable. Those indicators would be I would buy this brand rather than any other brand available, I am willing to recommend others to buy this brand, and I intend to purchase this brand in the future.