

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the conclusions drawn from the explanations in the previous chapters as well as recommendations that can be useful for interested parties are presented.

1. Conclusions

1. The result of this research shows that there is no influence of the level of popularity of influencers on the purchase intention of Somethinc.
2. The result of this research shows that there is no simultaneous influence of the preference of message disclosure and the consumer skepticism of advertising on the purchase intention of Somethinc.

2. Recommendations

1. The result of the research shows that there is no influence of the level of popularity on the purchase intention of Somethinc. Therefore, Somethinc does not need to focus on the level of popularity when it comes to choosing the brand representation, because it shows that it does not influence the purchase intention. If Somethinc wants to increase the purchase intention, it's not a strategic choice. However, if the goal is awareness, this might be a good idea to put popularity into consideration.
2. The results of this study indicate that there is no simultaneous influence of the preference of message disclosure and the consumer skepticism of advertising on the purchase intention of Somethinc. Therefore, Somethinc as a brand should not be focusing on the preference of message disclosure and the consumer skepticism of advertising while looking for things that influenced the purchase intention of Somethinc.
3. The results of this study indicate that all of the independent variables did not have an influence on the purchase intention of Somethinc. Therefore, future research can examine the influence of brand image on the purchase intention of Somethinc. A strong brand image increases perceived quality and benefit, reduces perceived risk, and softens consumers' tendency to evaluate based solely on price. Taken together, all of these factors increase the consumer's purchase intention.
4. The results of this study indicate that all of the independent variables did not have an influence on the purchase intention of Somethinc. Therefore, future research can

examine the influence of the level of message persuasiveness on the purchase intention of Something because persuasive messages stimulate attitude change and consequent change in intention and behavior.