

## **CHAPTER V**

### **CLOSING**

This chapter concludes the preceding chapter's study of the influencers popularity, online customer review exposure and advertising exposure on NPure purchase interest. Moreover, recommendations are offered that are believed to be valuable for interested parties as well as for future research.

#### **5.1 Conclusion**

1. The hypothesis of the influence of influencers popularity on NPure purchase interest showed a significance value of 0.000, which is considered significant. As a result, the model that the influence of influencers popularity on NPure purchase interest is accepted.
2. With the significance value showed 0.000, the hypothesis of The Influence of Online Customer Review Exposure on NPure Purchase Interest is considered significant. As a result, the model that the influence of online customer review on NPure purchase interest is accepted.
3. The hypothesis of the influence of advertising exposure on NPure purchase interest showed a significance value of 0.000, which is considered significant. As a result, the model that the influence of advertising exposure on NPure purchase interest is accepted.

#### **5.2 Recommendation**

According to the findings of this study, influencers popularity, online customer review exposure and advertising exposure have an influence on purchasing interest in NPure products. In the future, NPure may strengthen these three aspects in an effort to

increase product sales. For the first independent variable, influencer popularity, the future recommendation is that because many people prefer Tasya Farasya based on the questionnaire responses, Tasya Farasya should receive the majority of the influencer budget from NPure and also NPure should consider on getting international artist for example Kpop idols based on the distributed questionnaire.

For the second independent variable, online customer reviews, NPure can be more aggressive in reposting user reviews of its products on its social media pages, allowing them to be viewed by more people and more frequently. And for the final independent variable, advertising exposure, NPure can be more intensive in creating advertising content such as product ingredient reviews, comparisons, and usage tests because this is the most popular content based on the results of the distributed questionnaire.

