

## CHAPTER 4

### CONCLUSION AND RECOMMENDATIONS

#### 4.1 Conclusion

Based on the responses taken from 100 Reku consumer respondents in Indonesia regarding the influence of Celebrity Endorsers and Electronic Word of Mouth on purchase decisions, conclusions were reached with the following details:

1. Celebrity Endorser has a positive effect on Reku's purchase decision. This is evidenced by the value of  $t$  calculated that is greater than the  $t$  table. Therefore, the more interesting and informative marketing carried out by Maudy Ayunda through their social media will make potential consumers interested and even decide to make a purchase from Reku.
2. Electronic Word of Mouth has also been proven to have a positive effect on the purchase decision of Reku . This is evidenced by the value of  $t$  calculated that is greater than the  $t$  table. Therefore, the more positive reviews that Reku users share in using the product, it will increase consumer interest and interest in the product and decide to make a purchase with Reku.
3. The two dependent variables tested, namely Celebrity Endorser and Electronic Word of Mouth, were proven to be able to have a positive influence on Reku's purchase decision as evidenced by a calculated  $F$  value that is greater than the  $F$  table. Therefore, the better and more attractive Celebrity endorsers and Electronic Word of Mouth conducted by Reku will make consumers interested in making purchases of their products.

## 4.2 Recommendations

Based on the results of this study, there are several suggestions that can be conveyed by researchers, including the following:

a. Advice for companies

1. It is recommended for companies to improve several indicator items in the aspect of celebrity endorser, including:

a) On the indicator Recognition and Credibility with question items CE1 regarding the activeness of commenting on the public's knowledge about Maudy Ayunda as a Celebrity Endorser of Reku products. Only a few consumers know Maudy Ayunda as a Reku Celebrity Endorser due to the lack of exposure from Maudy Ayunda herself in endorsing Reku on her personal Instagram account. Furthermore, authentic and educational content collaboration needs to be developed, where Maudy can share her personal experience in using Reku for sustainable investments, interspersed with financial tips relevant to the millennial and Gen Z lifestyle. This is in line with Maudy's image as an intellectual and inspirational figure, so it does not seem like a mere commercial promotion.

Moreover on CE2 item regarding public trust in assessing Maudy Ayunda as a Celebrity Endorser. This shows that consumers trust Maudy Ayunda as a Celebrity Endorser because of Maudy Ayunda's credibility in terms of their investments and personality. Considered still unconvincing. Considered still unconvincing. To enhance the persuasiveness of Maudy Ayunda's endorsement, Reku should prioritize authentic storytelling and transparent evidence of her personal investment

journey with the platform. Instead of generic promotional posts, she could share detailed, relatable content such as video diaries explaining her own investment strategies using Reku, quarterly portfolio updates, or live Q&A sessions with financial experts to demonstrate genuine expertise and long-term commitment.

b) On the indicator of Expertise & Authenticity For the CE4 item regarding the influence of Maudy Ayunda as an expert in the field of investment. Consumers consider that with their educational background abroad in related fields However, involvement in terms of direct experience in terms of providing practical seminars is still considered to be lacking , this makes the public trust them and in the end can provide influence and recommendations regarding celebrity endorser. She could host a series of practical investment seminars or webinars in collaboration with reputable financial institutions or independent experts, where she not only shares theoretical knowledge but also walks participants through case studies, market analysis, and portfolio building exercises using the Reku platform.

c) On the Emotional & Value Alignment for the CE6 the public assessed that Maudy Ayunda used the product directly. The public considers this from his activity in communicating through Youtube about investment and demonstrating it is still considered to be insufficient in quantity. To strengthen emotional and value alignment through perceived authentic product usage, Maudy Ayunda should increase both the frequency and depth of her YouTube content demonstrating practical engagement with Reku. Rather than isolated promotional videos, she

could develop a structured content series documenting her personal investment journey such as regular portfolio reviews, screen-recorded tutorials of using Reku's features, and live Q&A sessions where she answers audience questions while navigating the platform in real-time.

2. It is recommended that companies improve several indicators in the Electronic Word of Mouth aspect, including:

d) On the indicator Information Seeking EWOM 1 regarding I often read other users' reviews of Reku on social media. Many users of Reku often compare between user reviews on social media such as Google reviews but according to them the existing reviews have not affected their purchase decisions because they are biased and there tend to be buzzer indications in google reviews, To address user skepticism around biased or inauthentic reviews on platforms like Google, Reku should implement a transparent, verified-user review system integrated directly into their platform and social media channels. This system would highlight reviews from users whose identities and investment activities are confirmed through blockchain verification or profile authentication, ensuring genuine feedback from real customers.

e) On the indicator Consideration of Reviews EWOM 2 item regarding I consider comments from other users before purchasing. . This shows that the public is not very influential in terms of seeing comments in terms of cryptocurrency transactions because the public is aware of information about the product in terms of comparison, in this case for example coinmarketcap. Reku should integrate

verified data driven user testimonials alongside real-time market comparisons from platforms like Coinmarketcap. By creating a dedicated section within the app or website that showcases detailed case studies of successful investors including their strategic approaches, risk management techniques, and performance metrics aligned with market data, Reku can provide tangible proof of its platform's effectiveness

f) On the indicator in Volume Effect EWOM 7 regarding I trust information from other users more than advertisements. The public is considered to still consider advertisements on social media such as youtube, instagram, still more influential on conversations between fellow users because they are considered more credible in presenting information. To further enhance credibility, Reku should publicize its review verification process, highlighting how it filters out buzzers and ensures only authentic experiences are showcased. By integrating user voices directly into their advertising and reinforcing them with expert analysis, Reku can elevate the perceived value of user reviews, making them as compelling and credible as traditional ads.

b. Suggestions for further research:

Because there are still limitations in this study, it is better to develop other variables related to celebrity endorsers and electronic word of mouth such as viral marketing, content marketing, and marketing through other social media to provide a more comprehensive explanation. In addition, it is hoped that the next study with the same theme will be carried out by selecting respondents other than Reku users to find out how consumers in other circles view marketing through social media.