

CHAPTER V CLOSING

5.1 Conclusion

The conclusion of this study is based on data analysis and discussion entitled "The Influence of *Influencer Marketing*, Buying Experience, Instagram Marketing Strategy on the Purchase Decision of MSGLOW Products in the Millennial Generation in Semampir District, Surabaya City as follows:

1. *Influencer Marketing* partially did not have a significant effect on the purchase decision of MSGlow Products in Semampir District, North Surabaya City.
2. The Purchase Experience partially has a significant effect on the purchase decision of MSGlow Products in Semampir District, North Surabaya City.
3. The Instagram Posting Strategy partially had a significant effect on the purchase decision of MSGlow Products in Semampir District, North Surabaya City.

5.2 Advice

Based on what was discussed in the previous chapter, suggestions that can be given to increase the influence of *Influencer Marketing*, Buying Experience, Instagram Marketing Strategy and Purchase Decision on MSGlow product decisions in Semampir District, North Surabaya City are as follows:

1. Further research can explore more deeply the level of consumer trust in MSGlow products, the extent to which consumers feel confident in the brand in one of the *skincare* products and how this affects a purchase decision.
2. Further research can add other variables, such as customer experience, to obtain more accurate results regarding the influence of *influencer marketing*, Buying Experience, Instagram Marketing on purchasing decisions on MSGlow Products.
3. This research is limited to MSGlow consumers in the Semampir District, North Surabaya City. The next research can expand the scope of the research area to all cities of Surabaya and outside the city of Surabaya to understand one of the differences in consumer perception related to *Influencer Marketing*, Buying Experience, Instagram Marketing Strategy in influencing the purchase decision.

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