



BAB 6

KESIMPULAN DAN SARAN

6.1 Kesimpulan

Berdasarkan hasil analisis data dan pembahasan yang telah dilakukan, maka peneliti mengambil kesimpulan bahwa *Word of Mouth (WOM)* tidak berpengaruh signifikan terhadap keputusan pembelian *consumer* di rental *PS Skip and Play* dengan kontribusi yang diberikan sebesar 14.6%, sedangkan sisanya 85.4% lainnya merupakan kontribusi dari variabel lain yang diteliti.

6.2 Saran

6.2.1 Saran bagi rental *PS Skip and Play*

Peneliti menyarankan agar pihak rental *PS Skip and Play* mengganti *game* yang sudah ada dengan *game* yang lebih *up to date* dan mengganti cara mempromosikan perusahaan dengan cara membagikan brosur, bekerja sama atau berkolaborasi dengan pihak *CEO game* untuk mengadakan pertandingan di rental *PS Skip and Play*, atau menurunkan harga bermain sehingga lebih murah dari biasanya sehingga di masa depan rental *PS Skip and Play* berhasil menarik perhatian konsumen lebih banyak.

6.2.2 Saran bagi penelitian selanjutnya

Bagi orang-orang yang melakukan penelitian serupa atau selanjutnya, peneliti menyarankan agar variabel *Word of Mouth (WOM)* diganti dengan variabel yang berhubungan dengan iklan/*advertising* atau mengganti *WOM* menjadi *E-WOM* karena promosi yang dilakukan melalui media sosial yang semakin pesat dari pada iklan yang disebarakan secara manual, seperti brosur, poster, dsb.



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