

## **BAB V**

### **KESIMPULAN DAN SARAN**

Pada bab ini diberikan kesimpulan dan saran terhadap penelitian yang dilakukan. Kesimpulan berisi mengenai hasil dari rumusan masalah dan tujuan yang telah ditetapkan pada bab I. Saran diberikan sebagai masukan untuk penelitian selanjutnya. Berikut merupakan kesimpulan dan saran yang diberikan.

#### **V.1 Kesimpulan**

Pada subbab ini dibahas mengenai kesimpulan yang didapatkan setelah melakukan pengolahan data serta analisis. Kesimpulan dibuat untuk menjawab tujuan penelitian. Berikut merupakan kesimpulan dari penelitian ini.

1. Berdasarkan hasil *path coefficient*, terdapat empat variabel yang secara signifikan mempengaruhi niat beli, yaitu *perceived price*, *social media marketing*, *brand awareness*, dan *sales promotion*. Variabel *social media marketing* mencakup lima dimensi, yaitu *entertainment*, *customization*, *interaction*, *word of mouth*, dan *trend*.
2. Terdapat sebanyak 17 usulan perbaikan yang diberikan kepada Greek Perfume. Sebanyak 16 usulan diterima dan 1 usulan dipertimbangkan oleh pemilik Greek Perfume. Pada dimensi *entertainment* terdapat dua usulan, yaitu membuat variasi konten yang menghibur dan menggunakan strategi *story telling* pada video produk. Pada dimensi *customization* terdapat dua usulan, yaitu memberikan informasi mengenai bau parfum pada *highlight Instagram* dan foto produk, dan menambah akses link media sosial di semua media sosial Greek Perfume. Pada dimensi *interaction* terdapat tiga buah usulan, yaitu membalas komentar dan pesan dari para konsumen, membuat konten yang bersifat dua arah, mengirimkan pesan pada pengikut di Shopee dan Tokopedia untuk menjaga interaksi. Pada dimensi *word of mouth* terdapat tiga usulan, yaitu memberikan *thank you card* yang mengundang untuk mengunggah produk, membuat program *give away* dengan syarat membagikan pengalaman terhadap produk, membuat

konten yang membuat konsumen terlibat dengan informasi tersebut. Pada dimensi *trend* terdapat tiga usulan, yaitu membuat kalender konten, mempekerjakan orang khusus untuk memegang media sosial, mengeluarkan varian parfum baru. Pada variabel *sales promotion* terdapat empat buah usulan, yaitu menyediakan produk *bundle* atau promosi buy 2 get 3, mendaftarkan program gratis ongkir Xtra pada Shopee, mengaktifkan kupon *cashback* dengan minimal pembelian dan kupon *cashback* dengan mengikuti toko di *e-commerce*, dan menjalankan program *give away* atau *games* setiap hari spesial tertentu.

## V.2 Saran

Selain diberikan kesimpulan penelitian, terdapat saran yang diberikan terhadap penelitian ini. Saran meliputi masukan yang dapat berguna untuk penelitian di masa yang datang. Berikut merupakan saran yang diberikan pada penelitian ini.

1. Untuk penelitian selanjutnya melibatkan lebih banyak responden yang pernah membeli produk Greek Perfume, sehingga data keseluruhan merepresentasikan toko Greek Perfume.
2. Melakukan analisis terhadap dampak dari usulan perbaikan yang telah diberikan.

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