

BAB VI

KESIMPULAN DAN SARAN

VI.1 Kesimpulan

1. Berdasarkan hasil perhitungan AHP, hasil survey terhadap responden layak digunakan (konsisten).
2. Urutan hierarki sesuai dengan model hierarki kebutuhan yang diajukan pada penelitian awal, yaitu **informatif – kredibilitas – interaktif – *pleasure/entertainment***.
3. Model hierarki kebutuhan konsumen berdasarkan segmentasi jenis kelamin, usia, dan pekerjaan memiliki urutan hierarki yang sama dengan model hierarki keseluruhan.
4. Berdasarkan model Kano, secara umum kebutuhan informatif merupakan kebutuhan mendasar '*must be*' dalam klasifikasi kebutuhan konsumen terhadap iklan, sedangkan kebutuhan kredibilitas, interaktif, dan *pleasure/entertainment* merupakan kebutuhan *one-dimensional*.
5. Dari hasil penelitian, paparan iklan interaktif belum terlalu kuat di Indonesia.

VI.2 Saran

1. Untuk perusahaan pengiklan; dalam merancang iklan dapat mempertimbangkan penyertaan atribut kebutuhan sesuai dengan

hierarki kebutuhan konsumen terhadap iklan internet sesuai dengan segmen yang akan disasar.

2. Untuk penelitian lebih lanjut, disarankan pada saat pengumpulan data kuesioner penelitian kuantitatif dilakukan pengisian kuesioner dengan pendampingan peneliti.
3. Untuk penelitian lanjutan, disarankan dalam penyusunan klasifikasi kebutuhan dilakukan dengan menggunakan metode Kano yang lebih kuantitatif.

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