

BAB V

KESIMPULAN DAN SARAN

Pada bab ini akan dibahas mengenai kesimpulan dan saran dari hasil penelitian mengenai pengaruh minat beli atas persepsi calon konsumen untuk toko *Wooden Tie*.

V.1 Kesimpulan

Berdasarkan hasil penelitian yang dilakukan, berikut merupakan kesimpulan yang menjawab rumusan masalah.

1. *Context, communication, social influence, dan trust* tidak berpengaruh signifikan terhadap minat beli di toko *Wooden Tie*. Sementara *experiential marketing* dan *brand attitude* berpengaruh signifikan terhadap minat beli di toko *Wooden Tie*.
2. Usulan perbaikan untuk variabel *experiential marketing* (X3) yaitu perancangan konten yang menunjukkan sisi emosional dan fungsional, menuliskan “*tag us to get feature*”, mengunggah foto seseorang melakukan aktivitas dan menggunakan produk pada jam–jam aktif di *Instagram*. Usulan perbaikan untuk variabel *brand attitude* (X6) adalah perancangan *brand identity* untuk Toko *Wooden Tie* dan melakukan aktivitas memasarkan produk, berkomunikasi dengan konsumen, dan melakukan pengemasan dan pengiriman sesuai dengan *brand identity* tersebut agar dapat meningkatkan *brand attitude* yang berpengaruh terhadap minat beli.

V.2 Saran

Berikut merupakan saran yang ditujukan kepada pemilik toko *Wooden Tie* dan penelitian selanjutnya.

1. Pemilik toko *Wooden Tie*
Pemilik toko *Wooden Tie* sebaiknya mempertimbangkan serta melakukan usulan yang telah diberikan untuk meningkatkan minat beli

pada toko *Wooden Tie* sambil terus memantau dan memperbaiki variabel yang berpengaruh secara berkala.

2. Penelitian selanjutnya

Berdasarkan hasil *R-square adjusted* yang didapatkan, diketahui bahwa masih terdapat faktor lain di luar penelitian yang mempengaruhi minat beli. Sebaiknya peneliti selanjutnya mencari tahu variabel lainnya yang dapat mempengaruhi minat beli pada toko *Wooden Tie*.

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