

BAB 5

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan proses pengujian dan analisis data yang dilakukan, dapat diambil kesimpulan dari penelitian ini yaitu:

1. Pengujian hipotesis dalam penelitian ini membuktikan bahwa konten pemasaran berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Artinya konten pemasaran Janji Jiwa di Tiktok mempengaruhi keputusan pembelian konsumen karena konten video pendek yang informatif, dan emosional dapat berdampak pada proses keputusan pembelian konsumen.
2. Pengujian hipotesis dari penelitian ini menunjukkan bahwa pemasaran media sosial Janji Jiwa di Tiktok tidak berpengaruh terhadap keputusan pembelian konsumen. Maka dari itu, artinya adanya pemasaran media sosial tidak mempengaruhi keputusan konsumen untuk membeli suatu produk.
3. Pengujian hipotesis dalam penelitian ini menunjukkan bahwa kenyamanan *online* berpengaruh signifikan positif terhadap keputusan pembelian konsumen. Dengan begitu, artinya kenyamanan konsumen dalam penggunaan *online* mempengaruhi keputusan konsumen untuk membeli Janji Jiwa yang terdapat di Tiktok, karena kenyamanan pengiriman dapat memikat konsumen

ke kepuasan dan loyalitas elektronik, dan secara langsung mempengaruhi kenyamanan yang dirasakan yang merupakan faktor utama alasan konsumen berbelanja *online*.

5.2 Keterbatasan Penelitian

Dari dilakukannya penelitian ini, peneliti menyadari bahwa masih terdapat beberapa keterbatasan dan kesulitan yang mungkin dapat mempengaruhi hasil penelitian, yang diharap dapat diperbaiki oleh peneliti selanjutnya. Keterbatasan-keterbatasan dalam penelitian ini, yaitu:

1. Pertanyaan karakteristik masih kurang spesifik, seharusnya hanya orang yang pernah melihat iklan Janji Jiwa di Tiktok saja yang dapat mengisi kuesioner.
2. Pertanyaan kuesioner pada bagian pemasaran media sosial hanya berfokus pada pemasaran produk yang dilakukan responden saja. Fokus dari pertanyaannya hanya seputar keinginan responden untuk menyebarkan merek atau pembeliannya

5.3 Implikasi Penelitian

1. Bagi Perusahaan

Perusahaan dalam pemasaran media sosialnya harus mampu menyajikan fitur, konten, situs, atau platform yang mampu menarik dan dapat mempermudah konsumen dalam pembeliannya. Agar dapat meningkatkan minat konsumen dan merasa lebih nyaman dalam

membeli Janji Jiwa yang ada di Tiktok. Perusahaan harus memiliki keunggulan yang membuatnya beda dari pesaing.

2. Bagi pemilik usaha

Pemilik usaha diharapkan dapat memilih dan menyerahkan pemasar media sosial Janji Jiwa di Tiktok ke tangan yang tepat, inovatif, dan kreatif. Pemilik usaha juga perlu memikirkan metode pemasaran yang tepat sehingga mampu meningkatkan kemungkinan keputusan konsumen untuk membeli produknya.

3. Bagi masyarakat

Masyarakat pengguna aplikasi Tiktok diharapkan dapat lebih memperhatikan penawaran-penawaran produk seperti Janji Jiwa yang ada di Tiktok namun juga tetap waspada terhadap penipuan atau keamanan pemesanan maupun transaksi melalui media sosial. Mengedukasi diri dengan cara bertindak ketika terjadi hal yang membuat tidak nyaman dan memberi kritik maupun saran, ide, atau usulan demi memperbaiki kekurangan atau meningkatkan kualitas produk atau teknik pemasarannya.

5.4 Saran

Dari hasil, kesimpulan, dan keterbatasan penelitian, untuk pengembangan studi selanjutnya dengan topik yang sama atau relevan, diharapkan penelitian ini dapat menjadi acuan bagi penelitian selanjutnya. Dari pertimbangan keterbatasan penelitian ini, diajukan saran berikut:

1. Diharapkan, penelitian di masa yang akan datang memiliki waktu dan kesempatan lebih luas dalam melakukan penelitian sehingga dapat mengumpulkan data dengan metode gabungan yaitu dari kuesioner (kuantitatif) dan melalui wawancara (kualitatif).
2. Diharapkan penelitian di masa yang akan datang dapat lebih spesifik dalam meneliti pemasaran media sosial Janji Jiwa di Tiktok agar hasil penelitian sifatnya tidak terlalu umum.
3. Diharapkan penelitian di masa yang akan datang dapat melakukan penelitian pemasaran Janji Jiwa di aplikasi lain misalnya Instagram, sehingga lingkup penelitian lebih luas tidak sebatas orang-orang yang menggunakan Tiktok saja.

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