

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil analisis data yang diperoleh dalam penelitian ini dan telah dijelaskan pada bab IV, maka kesimpulan yang diperoleh oleh adalah sebagai berikut:

1. Pengaruh Aktivitas Pemasaran Media Sosial terhadap Kualitas Hubungan

Aktivitas pemasaran media sosial Erigo memiliki pengaruh yang positif dan signifikan terhadap kualitas hubungan antara calon konsumen dengan Erigo. Hal ini dapat diartikan bahwa kepercayaan, kepuasan, dan komitmen calon konsumen dapat dibangun oleh Erigo dengan cara melakukan aktivitas pemasaran media sosial melalui Instagram dengan menyediakan konten tentang testimoni dari konsumen yang pernah membeli produk Erigo, menyediakan informasi-informasi yang dibutuhkan oleh calon konsumen, menyediakan wadah untuk calon konsumen maupun konsumen Erigo untuk saling berbagi informasi dan opini, supaya kepercayaan, kepuasan, dan komitmen calon konsumen dapat dibangun.

2. Pengaruh Aktivitas Pemasaran Media Sosial terhadap Niat beli

Aktivitas pemasaran media sosial Erigo memiliki pengaruh yang positif dan signifikan terhadap niat beli calon konsumen Erigo. Hal ini dapat diartikan bahwa niat beli calon konsumen dapat dipicu oleh Erigo dengan cara

melakukan aktivitas pemasaran media sosial melalui Instagram dengan menyediakan konten yang menarik, dan trendi, supaya dapat dengan mudah diterima oleh calon konsumen.

3. Pengaruh Kualitas Hubungan terhadap Niat beli

Kualitas hubungan antara calon konsumen dengan Erigo memiliki pengaruh yang positif dan signifikan terhadap niat beli calon konsumen Erigo. Hal ini dapat diartikan bahwa kepercayaan, kepuasan, dan komitmen calon konsumen dengan merek Erigo dapat memicu calon konsumen untuk membeli produk Erigo.

4. Kesimpulan dari uji mediasi adalah:

Ditemukan pengaruh mediasi kualitas hubungan antara calon konsumen dengan Erigo dalam hubungan aktivitas pemasaran Instagram Erigo terhadap niat beli calon konsumen dan bersifat *complementary mediation*. Hal ini dapat diartikan bahwa kualitas hubungan antara Erigo dengan calon konsumen menjembatani aktivitas pemasaran Instagram Erigo untuk memicu niat beli calon konsumen.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, implikasi manajerial pada Erigo yang diberikan adalah sebagai berikut:

1. Aktivitas pemasaran media sosial Erigo yang dilakukan di Instagram ini memberikan pengaruh terhadap kualitas hubungan dan niat beli. Pihak Erigo

sebaiknya tetap secara konsisten melakukan aktivitas pemasaran media sosial di Instagram dengan menyediakan wadah bagi calon konsumen maupun konsumen untuk saling bertukar informasi dan opini, dan juga mengunggah konten-konten yang informatif dan interaktif supaya kualitas hubungan antara calon konsumen dengan Erigo tetap terjaga.

2. Selain untuk menjaga kualitas hubungan, aktivitas pemasaran melalui Instagram Erigo sebaiknya dilakukan secara konsisten karena juga akan memicu niat beli para calon konsumen Erigo, dengan mengunggah konten-konten yang menarik, menghibur, dan yang mengikuti tren masa kini. Kualitas hubungan juga sangat penting untuk dijaga oleh Erigo, karena berpengaruh juga terhadap niat beli para calon konsumen.
3. Instagram Erigo sebaiknya tetap menyediakan berbagai informasi seperti memberikan *link-link* toko Erigo yang tersedia di *platform e-commerce* supaya calon konsumen dapat melihat testimoni dari konsumen Erigo sebelumnya, supaya para calon konsumen merasa Erigo dapat dipercaya dan dapat diandalkan, yang nantinya akan menciptakan kepuasan dan kesenangan calon konsumen dengan konten-konten dan informasi yang dibagi oleh Erigo.

5.3 Keterbatasan Penelitian

Berdasarkan hasil penelitian yang telah dilakukan, terdapat keterbatasan yang dapat menjadi pertimbangan untuk penelitian selanjutnya. Keterbatasan yang terdapat dalam penelitian ini adalah sebagai berikut:

1. Pada kuesioner bagian kriteria responden, seharusnya menambahkan kriteria untuk lebih memfokuskan umur responden yang sesuai dengan segmen pasar Erigo, yaitu generasi millennial dan generasi Z.
2. Pada kuesioner bagian kriteria responden, seharusnya tidak menggunakan pertanyaan “Apakah Anda pernah berniat untuk membeli produk Erigo?” karena jika responden menjawab “Ya”, belum tentu responden tersebut termasuk dalam segmen pasar Erigo.

5.4 Saran untuk Penelitian Selanjutnya

Berdasarkan hasil penelitian yang telah dilakukan, saran yang dapat diusulkan adalah sebagai berikut:

1. Untuk penelitian selanjutnya sebaiknya pada kriteria responden ditambahkan kriteria untuk lebih memfokuskan umur responden yang sesuai dengan segmen pasar Erigo, yaitu generasi millennial dan generasi Z.
2. Untuk penelitian selanjutnya sebaiknya pada kriteria responden tidak menggunakan pertanyaan “Apakah Anda pernah berniat untuk membeli produk Erigo?” karena jika responden menjawab “Ya”, belum tentu responden tersebut termasuk dalam segmen pasar Erigo.
3. Untuk penelitian selanjutnya sebaiknya menambahkan variabel seperti niat loyalitas, pengalaman pelanggan, dan niat berpartisipasi seperti penelitian sebelumnya (Wibowo dkk, 2020).

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