

BAB V

PENUTUP

Bab ini berisi kesimpulan-kesimpulan dari hasil analisis dan pembahasan serta makna kesimpulan yang dapat dijadikan implikasi manajerial untuk perusahaan, penelitian ini memiliki keterbatasan-keterbatasan, sehingga bab ini juga memaparkan keterbatasan-keterbatasan dari penelitian yang ada, serta saran bagi penelitian selanjutnya sebagai upaya untuk melakukan penelitian yang lebih baik lagi.

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 Kesadaran Merek terhadap Niat Beli**

Kesadaran merek yang diberikan Erigo mampu mempengaruhi konsumen secara positif namun tidak signifikan. Hal ini menunjukkan bahwa Instagram Erigo tidak berpengaruh signifikan terhadap kesadaran merek Erigo.

2. **Pengaruh Citra Merek terhadap Niat Beli**

Citra merek yang diberikan Erigo mampu mempengaruhi konsumen untuk melakukan niat beli pada produk Erigo. Media sosial Instagram, mampu digunakan Erigo dan memiliki pengaruh yang positif dan signifikan. Hal ini menunjukkan bahwa citra merek menjadi faktor utama dalam meningkatkan niat beli.

5.2 Implikasi Manajerial

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

1. Citra merek dalam penelitian ini memberikan pengaruh yang positif dan signifikan kepada niat beli produk Erigo di Instagram. Pihak Erigo sebaiknya tetap mempertahankan citranya di Instagram sebagai perusahaan yang dapat dipercaya, menarik untuk dilihat, menyenangkan dan mempunyai reputasi yang baik.

5.3 Keterbatasan Penelitian

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

1. Kesadaran merek tidak berpengaruh signifikan terhadap niat beli, hal ini menjadi keterbatasan didalam penelitian ini. Kesadaran merek merupakan teori yang penulis gunakan didalam penelitian, namun hanya sebatas konsep atau pengertian dari kesadaran merek. Penulis menyarankan untuk peneliti selanjutnya untuk bisa meneliti kesadaran merek lebih dalam, seperti melihat tingkatan dalam kesadaran merek.
2. Penelitian ini menggunakan cronbach's alpha diatas 0,7, hal ini berpengaruh terhadap hasil cronbach's alpha variabel kesadaran merek yang menjadi tidak reliabel.
3. Penelitian ini menggunakan konsumen yang sudah memiliki produk Erigo. Seharusnya, penelitian ini menggunakan calon konsumen yang berniat membeli produk 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 kriteria “mempunyai produk Erigo” tidak di gunakan kembali



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LAMPIRAN

Lampiran 1. Kuesioner Penelitian

Berikut adalah kuesioner penelitian saya yang berjudul “**Pengaruh Citra Merek dan Kesadaran Merek Terhadap Niat Beli Produk Erigo (Studi Pada Pengguna Instagram)**”.

A. Petunjuk Pengisian

Pilihlah jawaban anda di setiap pertanyaan yang ada. Keterangan:

- 1= Sangat Tidak Setuju (STS)
- 2= Tidak Setuju (TS)
- 3= Netral (N)
- 4= Setuju (S)
- 5= Sangat Setuju (SS)

Profil Responden

1. Nama Responden
2. Jenis Kelamin
 - Laki-laki
 - Perempuan

| NO. | Pertanyaan | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| | Kesadaran Merek | | | | | |
| 1. | Logo atau simbol Instagram Erigo mudah diingat dengan cepat. | | | | | |
| 2. | Saya mengetahui brand Erigo yang saya ikuti di Instagram. | | | | | |
| 3. | Saya dapat mengenali brand Erigo yang saya ikuti di Instagram di antara produk lainnya. | | | | | |
| | Citra Merek | | | | | |
| 1. | Instagram Erigo dapat dipercaya. | | | | | |
| 2. | Instagram Erigo menarik untuk dilihat. | | | | | |
| 3. | Instagram Erigo menyenangkan. | | | | | |
| 4. | Instagram Erigo memiliki reputasi yang baik. | | | | | |
| | Niat Beli | | | | | |
| 1. | Saya kemungkinan akan membeli produk Erigo setelah saya melihat Instagram Erigo | | | | | |

| | | | | | |
|----|--|--|--|--|--|
| 2. | saya akan membeli produk Erigo yang saya ikuti di instagram saat saya memerlukan produknya | | | | |
| 3. | saya pasti akan mencoba brand Erigo yang saya ikuti di Instagram | | | | |
| 4. | saya akan merekomendasikan brand Erigo yang saya ikuti di Instagram | | | | |

Lampiran 2. Data responden dan jawaban

| Cap waktu | Nama Responden | Jenis Kelamin | Logo atau simbol Instagram Erigo muda di Instagram dengan cepat. | Saya mengetahui brand Erigo yang saya ikuti di Instagram. | Saya dapat mengenali brand Erigo yang saya ikuti di Instagram. | Instagram Erigo dapat diperkaya. | Instagram Erigo dapat diperkaya. | Instagram Erigo dapat diperkaya. | Instagram Erigo dapat diperkaya. | Saya akan membeli produk Erigo yang saya ikuti di Instagram. | saya akan membeli produk Erigo yang saya ikuti di Instagram. | saya akan membeli produk Erigo yang saya ikuti di Instagram. | saya akan membeli produk Erigo yang saya ikuti di Instagram. |
|-----------|----------------|---------------|--|---|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|--|--|--|--|
| | | | | | | | | | | | | | |

| | | | | | lainn ya. | | | | | | | | |
|---|--|---------------|---|---|--------------|---|---|---|---|---|---|---|---|
| 2022/ 06/08 1:58:3 8 PM GMT+ 7 | Ody | Laki- laki | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 2022/ 06/08 2:26:3 9 PM GMT+ 7 | Niko | Laki- laki | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 2022/ 06/08 2:34:3 9 PM GMT+ 7 | Domin ique Lintan g Herin Anggr aeni | Perem puan | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 3 |
| 2022/ 06/08 2:35:2 5 PM GMT+ 7 | Malvi n Rheza | Laki- laki | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 |
| 2022/ 06/08 2:36:5 | Vince ntia | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |

| | | | | | | | | | | | | | |
|---|-------------------------------|---------------|---|---|---|---|---|---|---|---|---|---|---|
| 6 PM GMT+ 7 | Param esty | | | | | | | | | | | | |
| 2022/ 06/08 2:39:2 6 PM GMT+ 7 | Jaqueli ne | Perem puan | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 2022/ 06/08 3:00:1 2 PM GMT+ 7 | Avin | Laki- laki | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 2022/ 06/08 3:00:3 7 PM GMT+ 7 | Avin | Laki- laki | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 2022/ 06/08 3:19:5 5 PM GMT+ 7 | Rivan neza Victori a | Perem puan | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
| 2022/ 06/08 3:26:4 | Daud | Laki- laki | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 |

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|---|--------------------------|---------------|---|---|---|---|---|---|---|---|---|---|---|
| 5 PM GMT+ 7 | | | | | | | | | | | | | |
| 2022/ 06/08 3:57:4 2 PM GMT+ 7 | Dila Damay anti | Perem puan | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 06/08 4:40:4 6 PM GMT+ 7 | Flora | Perem puan | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2022/ 06/08 6:00:1 8 PM GMT+ 7 | Marga reta Luna | Perem puan | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 2022/ 06/08 6:34:5 3 PM GMT+ 7 | Van | Perem puan | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 2 |
| 2022/ 06/08 7:28:3 | Christ opher Marlo | Laki- laki | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 1 |

| | | | | | | | | | | | | | | |
|---|------------------------|---------------|---|---|---|---|---|---|---|---|---|---|---|--|
| 4 PM GMT+ 7 | u Sumeis ey | | | | | | | | | | | | | |
| 2022/ 06/08 10:15: 37 PM GMT+ 7 | Neyde line Dorma | Perem puan | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 2 | 3 | |
| 2022/ 06/09 12:30: 27 AM GMT+ 7 | Arnou d | Laki- laki | 2 | 5 | 4 | 5 | 4 | 5 | 5 | 2 | 4 | 5 | 4 | |
| 2022/ 06/09 12:45: 45 PM GMT+ 7 | Gabrie lla | Perem puan | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | |
| 2022/ 06/30 3:51:4 3 PM GMT+ 7 | Safa | Perem puan | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 2022/ 06/30 | sandra | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |

| | | | | | | | | | | | | | |
|---|--------------------------------------|----------------|---|---|---|---|---|---|---|---|---|---|---|
| 4:21:4 9 PM GMT+ 7 | | | | | | | | | | | | | |
| 2022/ 06/30 4:36:0 9 PM GMT+ 7 | Micha el Aditya Saputr o | Laki- laki | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 |
| 2022/ 06/30 7:34:4 9 PM GMT+ 7 | Anton ius Bagus | Laki- laki | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 2022/ 06/30 7:35:1 7 PM GMT+ 7 | Bagus Kurnia | Laki- laki | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 |
| 2022/ 06/30 7:35:5 4 PM GMT+ 7 | Kurnia Adhi | Laki- laki | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 |
| 2022/ 06/30 | orell | Perem- puan | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |

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| 7:36:3 9 PM GMT+ 7 | | | | | | | | | | | | | |
| 2022/ 06/30 8:12:3 3 PM GMT+ 7 | Dheovan | Laki-laki | 5 | 1 | 1 | 5 | 4 | 4 | 3 | 4 | 4 | 2 | 2 |
| 2022/ 06/30 8:14:2 7 PM GMT+ 7 | Nayun | Perempuan | 5 | 1 | 5 | 5 | 5 | 2 | 2 | 1 | 5 | 1 | 1 |
| 2022/ 06/30 8:19:1 1 PM GMT+ 7 | Hoshi | Perempuan | 5 | 5 | 5 | 5 | 3 | 2 | 5 | 2 | 2 | 3 | 3 |
| 2022/ 06/30 8:19:2 9 PM GMT+ 7 | Conny | Perempuan | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 2022/ 06/30 | sakya moni | Perempuan | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 |

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| 8:24:10 PM GMT+7 | | | | | | | | | | | | | |
| 2022/06/30 8:31:50 PM GMT+7 | Anzel mus | Laki-laki | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 2022/06/30 8:34:01 PM GMT+7 | Moses | Laki-laki | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 2022/06/30 9:44:39 PM GMT+7 | There | Perempuan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/06/30 9:45:18 PM GMT+7 | Ethan | Laki-laki | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/06/30 | Nata | Laki-laki | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

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| 9:45:5 2 PM GMT+ 7 | | | | | | | | | | | | | |
| 2022/ 06/30 9:49:2 7 PM GMT+ 7 | Dewi | Perem puan | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 2022/ 06/30 10:26: 56 PM GMT+ 7 | Eva | Perem puan | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 3 |
| 2022/ 06/30 10:35: 20 PM GMT+ 7 | Yuka | Perem puan | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 |
| 2022/ 06/30 10:36: 04 PM GMT+ 7 | Shika | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 06/30 | Nori | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

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| 10:36: 37 PM GMT+ 7 | | | | | | | | | | | | | |
| 2022/ 06/30 10:37: 16 PM GMT+ 7 | Bhuvi e | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 06/30 10:39: 06 PM GMT+ 7 | Sakura | Perem puan | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 |
| 2022/ 06/30 10:39: 37 PM GMT+ 7 | Akira | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 06/30 10:40: 52 PM GMT+ 7 | Lauren sia indras asti | Perem puan | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 07/01 | Yuan | Perem puan | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 3 |

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| 12:09: 30 AM GMT+ 7 | | | | | | | | | | | | | |
| 2022/ 07/01 12:17: 42 AM GMT+ 7 | Lauren | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 07/01 6:18:1 9 PM GMT+ 7 | Rum Kinara | Perem puan | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 2022/ 07/03 12:24: 49 AM GMT+ 7 | Yudha | Laki- laki | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 2022/ 07/03 12:26: 17 AM | Bobo | Laki- laki | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

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| 2022/ 07/03 12:28: 05 AM GMT+ 7 | Archel ause | Laki- laki | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 07/03 12:29: 14 AM GMT+ 7 | Christ o | Laki- laki | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 07/03 12:29: 54 AM GMT+ 7 | Aulia | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

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| 2022/ 07/03 12:30: 23 AM GMT+ 7 | Tika | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 07/03 12:30: 57 AM GMT+ 7 | Sischa | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 07/03 12:31: 26 AM GMT+ 7 | France s | Perem puan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 07/03 12:31: 56 AM GMT+ 7 | Samm y | Laki- laki | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2022/ 07/03 | Jorghy | Laki- laki | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

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| 2022/ 07/03 12:33: 09 AM GMT+ 7 | Ardian | Laki- laki | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 07/03 12:45: 30 AM GMT+ 7 | Abel | Laki- laki | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 3 | 4 |
| 2022/ 07/12 10:05: 38 PM GMT+ 7 | frans | Laki- laki | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 2022/ 07/12 10:08: 45 PM | fajar | Laki- laki | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |

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| 2022/ 07/12 10:09: 39 PM GMT+ 7 | Rina | Perem puan | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 2022/ 07/13 10:14: 58 PM GMT+ 7 | Nabil | Laki- laki | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 2022/ 07/13 10:16: 21 PM GMT+ 7 | Putra | Laki- laki | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 2022/ 07/13 10:20: 45 PM GMT+ 7 | sheila | Perem puan | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 2022/ 07/26 11:34: 40 PM | Rara | Perem puan | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |

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| 2022/ 07/26 11:40: 25 PM GMT+ 7 | bayu | Laki- laki | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2022/ 07/26 11:41: 02 PM GMT+ 7 | dito | Laki- laki | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 2022/ 08/02 6:45:4 0 PM GMT+ 7 | Dani | Laki- laki | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 2022/ 08/02 6:46:1 9 PM | Gina | Perem- puan | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |

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| 2022/ 08/02 6:46:5 1 PM GMT+ 7 | Seno | Laki- laki | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| 2022/ 08/02 6:47:3 2 PM GMT+ 7 | Viki | Laki- laki | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 2022/ 08/02 6:48:0 7 PM GMT+ 7 | ferry | Laki- laki | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| 2022/ 08/02 6:48:4 5 PM GMT+ 7 | Viknes | Laki- laki | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
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| 2022/ 08/02 6:50:4 9 PM GMT+ 7 | Dandu ng | Laki- laki | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 2022/ 08/02 6:51:4 7 PM GMT+ 7 | Adrian | Laki- laki | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
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| 2022/ 08/04 11:12: 07 PM GMT+ 7 | marius | Laki- laki | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 2022/ 08/04 11:13: 19 PM GMT+ 7 | nabila | Perem puan | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
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Lampiran 3. Hasil olah data

