

BAB VI

KESIMPULAN DAN SARAN

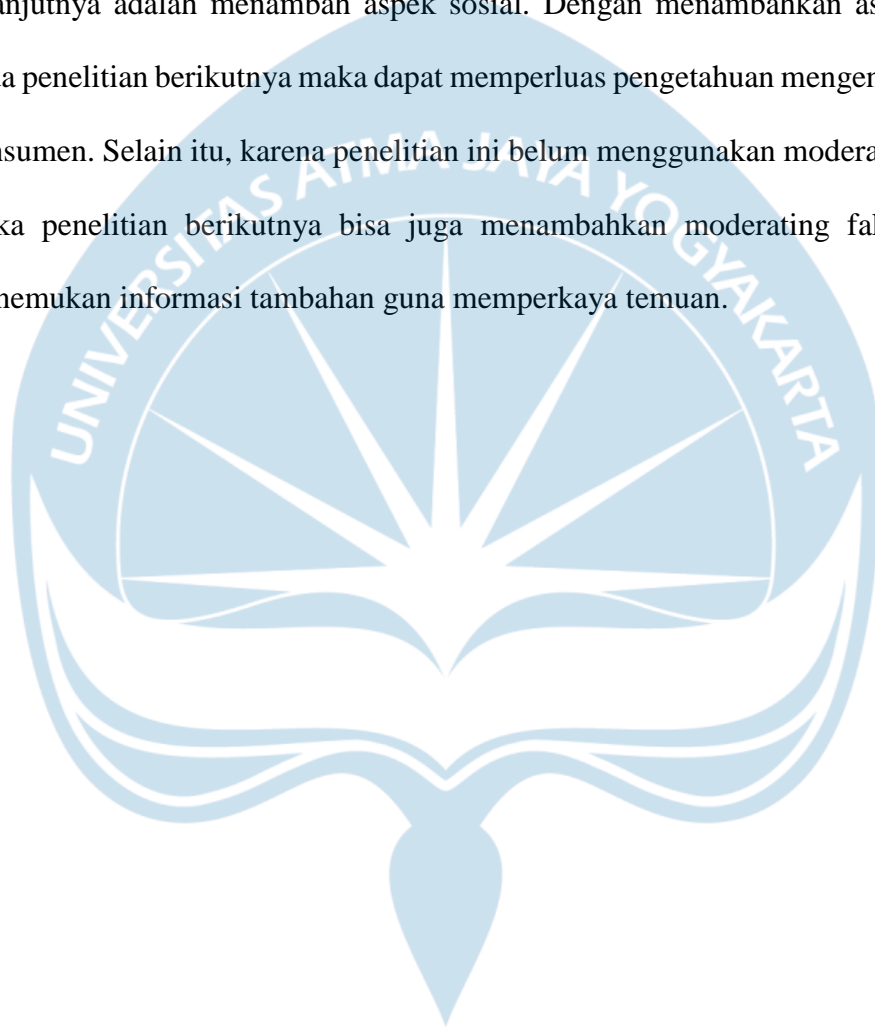
6.1. Kesimpulan

Hasil dari penelitian ini dapat disimpulkan bahwa faktor kredibilitas *social media influencer* yang meliputi *trustworthiness*, *attractiveness*, *expertise* dan *similarity* tidak mempengaruhi niat beli konsumen pada pengguna Tiktok Shop. Niat beli konsumen hanya dipengaruhi oleh hubungan parasosial dan *brand image* yang melekat pada produk yang diiklankan.

Untuk meningkatkan penjualan, strategi yang dapat dilakukan berdasarkan hasil penelitian ini yaitu SMI dapat meningkatkan hubungan parasosial dengan memposting konten-konten yang menarik dan dilakukan secara terus menerus, juga melakukan interaksi dengan pengikutnya. Paparan konten-konten dan interaksi dengan SMI dapat meningkatkan hubungan parasosial. Untuk perusahaan dapat memilih SMI dengan jumlah *follower* yang banyak dan loyal, karena pengikut yang loyal sudah pasti memiliki hubungan parasosial yang tinggi dengan SMI yang mereka ikuti. Selain itu perusahaan juga dapat membangun *brand image* dengan memperbanyak *review* yang berkualitas terhadap produk mereka, memastikan kualitas produk dan layanan yang unggul, berfokus pada pengalaman pelanggan, terlibat dalam komunitas yang fungsinya untuk membangun hubungan emosional yang lebih dekat dengan konsumen, memanfaatkan media sosial untuk berinteraksi dengan pelanggan dan melakukan kampanye iklan, berkolaborasi dengan SMI untuk dapat menjangkau *audiens* yang lebih luas.

6.2. Saran

Penelitian ini meneliti niat beli konsumen dari aspek penjual, aspek pembeli dan aspek produk, untuk itu saran diberikan untuk mengembangkan penelitian selanjutnya adalah menambah aspek sosial. Dengan menambahkan aspek sosial pada penelitian berikutnya maka dapat memperluas pengetahuan mengenai niat beli konsumen. Selain itu, karena penelitian ini belum menggunakan moderating faktor maka penelitian berikutnya bisa juga menambahkan moderating faktor untuk menemukan informasi tambahan guna memperkaya temuan.



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