

## BAB 5 KESIMPULAN DAN SARAN

### 5.1. Kesimpulan

Berdasarkan hasil penelitian dan pembahasan pada bab sebelumnya, maka peneliti menyimpulkan beberapa hal seperti berikut:

1. *Social media marketing activities* berpengaruh signifikan terhadap *attitude towards the brand*
2. *Social media marketing activities* berpengaruh signifikan terhadap *behavioral intention*
3. *Attitude towards the brand* berpengaruh signifikan terhadap *behavioral intention*
4. *Attitude towards the brand* memediasi hubungan *social media marketing* dengan *behavioral intention* pada Uplink.id

### 5.2. Saran

#### 5.2.1. Saran Akademis

Peneliti menyarankan agar kedepannya variabel – variabel yang lainnya dapat digunakan untuk memperkuat teori *social media marketing activities*. Peneliti juga menyarankan agar kedepannya variabel *purchase intention* dapat digunakan sebagai pengganti variabel *behavioral intention* karena belum ada fitur berlangganan pada *platform* Uplink.id saat penelitian ini dilaksanakan sehingga peneliti memutuskan untuk menggunakan variabel *behavioral intention*.

#### 5.2.2. Saran Praktis

Uji hipotesis menyatakan bahwa hubungan secara langsung dari *social media marketing activities* terhadap *behavioral intention* lebih tinggi dibandingkan jika terdapat variabel *attitude towards the brand*. Hal ini menyatakan bahwa aktivitas media sosial Uplink.id sendiri, terutama dalam menyediakan konten yang *up-to-date* sudah dapat membuat calon *customer* ingin menggunakan Uplink.id. Sehingga dengan demikian, aktivitas pemasaran

Uplink.id dalam menyediakan konten yang *up-to-date* harus tetap dilakukan.

### **5.3. Keterbatasan Penelitian**

Mayoritas pengisi kuesioner pada penelitian ini berdomisili di Surabaya sehingga tidak dapat memenuhi prinsip generalisasi karena pengambilan sampel tidak dilakukan secara merata di seluruh Indonesia. Selain itu, alat penelitian yang digunakan (PLS) tidak melihat normalitas data.

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