

## **BAB 5**

### **SIMPULAN DAN SARAN**

#### **5.1 Simpulan**

Berdasarkan hasil penelitian pada bab sebelumnya maka kesimpulan yang diperoleh adalah sebagai berikut:

1. *Electronic word of mouth* memiliki pengaruh positif terhadap *attitude*. Dengan demikian hipotesis penelitian 1 diterima.
2. *Neutral party source* memiliki pengaruh positif terhadap *online attitude*. Dengan demikian hipotesis penelitian 2 diterima.
3. *Manufacturer information source* memiliki pengaruh positif terhadap *attitude*. Dengan demikian hipotesis penelitian 3 diterima.
4. *Attitude* memiliki pengaruh positif terhadap *purchase intention*. Dengan demikian hipotesis penelitian 4 diterima.

#### **5.2 Saran**

Berdasarkan kesimpulan tersebut, dapat diberikan sejumlah rekomendasi berupa saran yang dapat dijadikan pertimbangan sebagai berikut:

##### **5.2.1 Saran Akademik**

1. Bagi penelitian selanjutnya adalah dapat menambahkan variabel-variabel lain yang dapat mempengaruhi *Neutral party source & Manufacturer information source*
2. Untuk penelitian selanjutnya disarankan untuk menggunakan ukuran sampel yang lebih besar, yaitu sekitar 300 sampai 400, sehingga bisa memberikan analisis data yang lebih akurat

### 5.2.2 Saran Praktis

1. Perusahaan/toko diharapkan mampu meningkatkan informasi dari mulut ke mulut sehingga informasi dapat diterima konsumen sesuai dengan harapan mereka.
2. Perusahaan/toko diharapkan mampu memberikan informasi melalui pihak *netral/website/blog* yang menjadi bukti untuk konsumen saat memakai kamera.
3. Perusahaan/toko diharapkan mampu memberikan informasi langsung melewati perusahaan sehingga konsumen mendapatkan informasi yang lebih akurat.
4. Perusahaan/toko diharapkan mampu memicu sikap pelanggan terhadap pemakaian kamera DSLR dengan menambahkan lebih banyak tempat untuk eksplor foto.
5. Perusahaan/toko diharapkan mampu memberikan pengaruh terhadap konsumen agar ada niat untuk membeli kamera dan konsumen bisa membelinya.

### 5.3 Keterbatasan

Indikator pada *electronic word of mouth/eWOM* sebaiknya menggunakan peringkat tertinggi merek yang diberikan oleh konsumen dan merek yang direkomendasikan oleh konsumen.

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