

CHAPTER 5

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research in the previous chapter that had already analyze on SEM using LISREL program, the conclusions obtained are as follows :

Guerrilla marketing give positive influence and significant towards customer trust. SK-II using guerrilla marketing as their tools to promote their products, customer will tend to trust the products also, its because they can understand the message of the advertisement clearly. The higher level of guerrilla marketing will increase the customer trust also on SK-II.

Guerrilla marketing give positive influence and significant towards word-of-mouth. This is show from averages respondents will give positive word-of-mouth to the products. Means that customer trust determines the positive or negative word-of-mouth on the consumers of SK-II. Customers with the high level of trust will give positive word-of-mouth of the products.

Customer trust give positive influence and significant towards word-of-mouth. From the respondent's responses they will recommend or tell the other people about the products if they trust to the products itself. Its also shows that consumers on SK-II will proud to tell the others if they used te products of SK-II.

In the fourth hypothesis, customer trust influences significantly between guerrilla marketing and word-of-mouth. But from the responses of respondent show that even they think that the concept of guerrilla marketing is good and they trust to the products, they can not insure that they will tell the products of SK-II rather than the others products. So, can be conclude that the consumers still compare between one products to the others when they tell it to the other people.

5.2. Limitations

This research has been attempted and carried out in accordance with scientific procedures, but still has limitations are follows:

1. One limitation in this study is the difficulty of finding the appropriate respondent, because the object of this products using the product of middle upper target market. The effect is previously this
2. Previously this research will have 192 respondent, but because of the difficulty to find the respondent, in the end this research only found 180 respondent.
3. In this study, the Author input the variable of guerrilla marketing as variable independent without construct as like the main journal, so the weaknesses of variable guerrilla marketing in this study that the field is still too large.

5.3. Suggestions

Based on this research there are some suggestions for academics and practical, the suggestions as follows :

5.3.1. Academics Suggestions

For the academics suggestions in this research focused on the future research, the suggestions as follows :

1. More depth research that has relationship with guerrilla marketing, in more specific it can study about the consumers behavior, consumers perceived value, and the others. Furthermore, with the more various objects that will be studied.
2. In the future research are expected to develop their research by adding other variables that related to guerrilla marketing or other variables that can influence word-of-mouth.
3. For other researchers in the future, this research can be used as a reference material if you want to do further research.

5.3.2. Practical Suggestions

For the practical suggestions in this research focused on the future research, the suggestions as follows :

1. Companies has to maintain guerrilla advertising strategy on the social media and collaborate with the other influencer. Guerrilla marketing in this study was measured through guerrilla advertising, only one guerrilla tactic. If companies flexibly choose different guerrilla strategies and are suitable at the product development stage for specific segments, the results must be different. Because of that, the Author suggest to make the other tactics of guerrilla marketing to get the results more effective and efficient. The Author also hope that in the future companies not only based on online guerrilla marketing, but also in the offline guerrilla marketing, such as doing campaign in the some places like mall, workshop, or seminar. With the increasing the levels of uniqueness, c redibility, and emotions on every campaign or advertising that they make.
2. Build good communication and asking for feedback to the customers with giving some rewards for the customers if they want to participate and evaluate the suggestions so companies can add in the new strategies. The reward can be the sample products or th other things that have relationship with the products or companies. This method can also increase the customer trust for the products, because we know that customers trust as the key of every companies.

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