

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Penelitian ini menguji pengaruh Pemasaran Media Sosial terhadap Minat beli dimediasi oleh Hubungan Konsumen pada Produk Maybelline di Surabaya. Menurut hasil penelitian di bab 4, terdapat beberapa kesimpulan sebagai berikut:

1. Pemasaran Media Sosial ditemukan memiliki pengaruh positif dan signifikan terhadap Keintiman. Hal ini membuktikan bahwa Pemasaran Media Sosial dapat meningkatkan pengaruh Keintiman pada produk Maybelline.
2. Pemasaran Media Sosial ditemukan memiliki pengaruh positif dan signifikan terhadap Kepercayaan. Hal ini membuktikan Pemasaran Media Sosial dapat meningkatkan pengaruh Kepercayaan pada produk Maybelline.
3. Pemasaran Media Sosial ditemukan memiliki pengaruh positif dan signifikan terhadap Minat Beli melalui Keintiman sebagai mediasi. Hal ini membuktikan bahwa Pemasaran Media Sosial dapat meningkatkan Keintiman dan juga dapat meningkatkan pengaruh minat beli pada produk Maybelline.
4. Pemasaran Media Sosial ditemukan memiliki pengaruh positif dan signifikan terhadap Minat Beli melalui Kepercayaan sebagai mediasi. Hal ini membuktikan bahwa Pemasaran Media Sosial dapat meningkatkan Kepercayaan dan juga dapat meningkatkan pengaruh Minat Beli pada produk Maybelline.
5. Keintiman ditemukan memiliki pengaruh positif dan signifikan terhadap Minat Beli. Hal ini membuktikan Keintiman dapat meningkatkan pengaruh Minat Beli pada produk Maybelline
6. Kepercayaan ditemukan memiliki pengaruh positif dan signifikan terhadap Minat Beli. Hal ini membuktikan Kepercayaan dapat meningkatkan pengaruh Minat Beli pada produk Maybelline

7. Pemasaran Media Sosial ditemukan memiliki pengaruh positif dan signifikan terhadap Minat Beli. Hal ini membuktikan Pemasaran Media Sosial dapat meningkatkan pengaruh Minat Beli pada produk Maybelline.

5.2 Saran

Adapun yang dapat menjadi saran berdasarkan pada hasil penelitian yang telah dilakukan adalah sebagai berikut:

5.2.1 Saran Akademis

Adapun saran akademis dalam penelitian ini adalah agar hasil penelitian ini dapat digunakan untuk mengembangkan model penelitian yang dipakai dalam penelitian ini khususnya mengenai hubungan antara pemasaran media sosial, keintiman, kepercayaan dan minat beli konsumen. Selain itu juga hasil penelitian ini dapat digunakan sebagai dasar acuan bagi penelitian dengan variabel-variabel yang sama dengan penelitian ini.

5.2.2 Saran Praktis

Berdasarkan hasil penelitian yang ada maka yang menjadi saran praktis dalam penelitian ini adalah agar Maybelline meningkatkan pemasaran media sosialnya, karena terbukti dalam penelitian ini dengan peningkatan pemasaran media sosial maka dapat juga meningkatkan minat beli konsumen akan produk Maybelline melalui peningkatan keintiman dan kepercayaan konsumen. Adapun peningkatan yang dapat dilakukan dengan cara:

1. Pemasaran media sosial dapat diperbaiki dengan cara membuat tampilan *Instagram* Maybelline menjadi lebih menarik agar para konsumen merasa gembira saat melihat tampilan yang ada saat mengaksesnya. Selain itu pemasaran media sosial dapat dipertahankan dengan cara selalu membuat konten-konten pada media sosial *Instagram* Maybelline yang menarik dan informatif sehingga dapat membuat para konsumen untuk mau bersedia berbagi informasi di *Instagram* Maybelline kepada kenalan.
2. Keintiman dapat diperbaiki dengan cara membuat kemasan produk, desain produk, ataupun logo perusahaan yang khas dan berbeda dengan pesaing sehingga para konsumen dapat lebih mudah dalam mengenali produk

Maybelline. Selain itu juga tingkat keintiman dapat dipertahankan dengan cara membuat produk-produk yang sangat diminati oleh konsumen sehingga para konsumen dapat menjadi penggemar sejati produk-produk dari Maybelline.

3. Kepercayaan dapat diperbaiki dengan cara mempertahankan niat baik yang dimiliki oleh produk Maybelline terhadap para konsumennya serta menjaga janji yang ada di iklan produk Maybelline. Selain itu juga tingkat kepercayaan dapat dipertahankan dengan cara bersikap jujur pada para konsumen seperti jujur terhadap bahan-bahan yang digunakan yang tercantum dalam kemasan produk Maybelline.

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