

BAB 5

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan hasil penelitian yang telah dilakukan pada 120 responden mengenai pengaruh *interactivity*, *informativeness*, *Entertainment*, dan *perceived relevance* terhadap *purchase intention*, maka penulis menyimpulkan:

- 1) *Interactivity* berpengaruh secara signifikan terhadap *purchase intention*, berdasarkan hal tersebut maka hipotesis pertama diterima.
- 2) *Informativeness* berpengaruh secara signifikan terhadap *purchase intention*, berdasarkan hal tersebut maka hipotesis kedua diterima.
- 3) *Entertainment* berpengaruh secara signifikan terhadap *purchase intention*, berdasarkan hal tersebut maka hipotesis ketiga diterima.
- 4) *Perceived Relevance* berpengaruh secara signifikan terhadap *purchase intention*, berdasarkan hal tersebut maka hipotesis keempat diterima

5.2 Saran

5.2.1 Saran untuk Akademis

Berdasarkan kesimpulan dari hasil penelitian, peneliti menyarankan untuk penelitian di masa mendatang agar lebih mengerucutkan dengan jelas terkait variabel yang belum diteliti dalam penelitian ini agar dapat saling melengkapi penelitian di dalam variabel dari *social media marketing* terhadap *purchase intention* sehingga dapat memperkuat teori *social media marketing*.

5.2.2 Saran untuk Praktis

Berdasarkan hasil penelitian ini dapat digunakan untuk perusahaan Saywich dan perusahaan sejenis untuk mempertahankan minat beli konsumen dalam sosial media dengan:

1. segi *interactivity* dengan memberikan kemudahan bagi konsumen untuk berpendapat terhadap produk Saywich seperti selalu membuka kolom komentar dalam setiap postingan sosial media Saywich.
2. Segi *informativeness* dengan memberikan konten yang mengandung informasi diwaktu yang tepat seperti informasi *grand opening* toko, promosi produk baru.

3. Segi *entertainment* dengan memberikan konten yang membuat konsumen senang untuk mengumpulkan informasi dari media sosial Saywich seperti pembuatan *reels*, *short* video ataupun *mini game*.

4. Segi *perceived relevance* dengan memberikan konten yang relevan bagi konsumen produk Saywich seperti pembuatan slogan yang sesuai dengan produk Saywich, ataupun membuat konten yang *relate* dengan produk Saywich.

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