

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan analisis dan pembahasan yang ada maka dapat didapatkan kesimpulan dari penelitian ini antara lain sebagai berikut:

1. Tidak terdapat pengaruh secara signifikan antara *social recognition* terhadap *willingness to purchase masstige brand* pada pengguna *smartphone* di Indonesia.
2. *Achievement signaling* berpengaruh positif secara signifikan terhadap *willingness to purchase masstige brand* pada konsumen pengguna *smartphone* di Indonesia.
3. *Willingness to purchase masstige brand* berpengaruh positif secara signifikan terhadap *attitudinal loyalty* pada konsumen pengguna *smartphone* di Indonesia.

5.2 Keterbatasan Penelitian

Adapun terdapat keterbatasan pada penelitian ini, antara lain sebagai berikut:

1. Tidak dilakukan wawancara secara mendalam terhadap responden karena penelitian ini merupakan penelitian kuantitatif. Data yang dihasilkan berdasarkan jawaban responden atas kuesioner yang diberikan. Sehingga kesimpulan yang diambil berdasarkan data yang diperoleh dari penggunaan instrumen kuesioner secara tertulis.

2. Terbatasnya penelitian tentang *masstige brand* membuat peneliti sedikit mengalami kesulitan dalam menarik teori *masstige brand* untuk dilakukan pengembangan dan disajikan secara komprehensif.
3. Istilah *masstige brand* masih belum terlalu dikenal di kalangan masyarakat. Meskipun telah dicantumkan pengantar pada kuesioner dan dilakukan sedikit penjelasan tentang *masstige brand* kepada calon responden, akan tetapi masih terdapat kemungkinan bahwa responden belum benar-benar memahami konsep *masstige brand* pada saat memberikan jawaban kuesioner.
4. Terbatasnya produk yang mewakili *masstige brand* dan dapat dipahami oleh masyarakat Indonesia sebagai populasi pada penelitian ini. Sehingga masih terdapat kemungkinan bahwa responden masih berfokus pada merek yang dijadikan contoh dalam menjawab kuesioner.

5.3 Saran

Adapun saran yang dapat diberikan pada penelitian ini antara lain adalah sebagai berikut:

1. Dengan adanya hasil penelitian ini, perusahaan diharapkan mampu menangkap fenomena kebutuhan psikologi konsumen agar bisa menyediakan variasi produk dimana dapat menonjolkan *achievement signaling* sehingga meningkatkan penjualan.
2. Diharapkan perusahaan dapat memanfaatkan hasil penelitian ini dalam pengembangan dan penerapan strategi *masstige* sebagai solusi inovasi merek untuk menumbuhkan *attitudinal loyalty* konsumen. Karena konsumen dengan

attitudinal loyalty yang tinggi tidak hanya akan melakukan pembelian kembali akan tetapi akan bersedia untuk memberikan sesuatu yang lebih bagi perusahaan seperti menepis isu negatif serta memberikan rekomendasi berupa *positive word of mouth*.

3. Kedepan, perusahaan harus mampu menekan biaya produksi tanpa mengorbankan nilai kemewahan produk sehingga mampu memproduksi *masstige brand* sehingga dapat meningkatkan penjualan.
4. Perusahaan dapat meningkatkan hubungan baik dengan komunitas dan aktif mengadakan kegiatan yang melibatkan komunitas untuk menangkap kebutuhan psikologis konsumen secara tepat agar perusahaan mampu memproduksi *masstige brand* sesuai dengan permintaan pasar secara akurat.

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