

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil analisis penelitian yang dijelaskan dalam bab sebelumnya yaitu mengenai *Bonding Social Capital*, *Bridging Social Capital*, *Social Media Brand Involvement*, *Social Media Brand Engagement*, *Brand Relationship Quality*, dan *Repurchase Intention*, maka kesimpulan hasil dari penelitian ini adalah sebagai berikut:

1. *Bonding Social Capital* berpengaruh signifikan terhadap *Social Media Brand Involvement* pembelian sepatu Vans di Instagram.
2. *Bridging Social Capital* berpengaruh signifikan terhadap *Social Media Brand Involvement* pembelian sepatu Vans di Instagram.
3. *Social Media Brand Involvement* berpengaruh signifikan terhadap *Social Media Brand Engagement* pembelian sepatu Vans di Instagram.
4. *Social Media Brand Engagement* berpengaruh signifikan terhadap *Brand Relationship Quality* pembelian sepatu Vans di Instagram.
5. *Brand Relationship Quality* berpengaruh signifikan terhadap *Repurchase Intention* pembelian sepatu Vans di Instagram.

5.2 Keterbatasan Penelitian

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa keterbatasan dalam penelitian ini, adapun keterbatasan dalam penelitian ini yaitu sebagai berikut:

- a. Pada saat pengambilan sampel peneliti merasa kesulitan mencari responden yang benar-benar memakai instagram.
- b. Terdapat beberapa responden yang tidak bersedia mengisi kuesioner penelitian.
- c. Dalam kuesioner penelitian ini belum tertera informasi harga produk sehingga belum memberikan gambaran tentang harga yang akurat pada responden saat mengisi kuesioner tentang item-item variabel Harga.

5.3 Saran

Berdasarkan penelitian dan analisis yang telah dilakukan, peneliti memberikan saran yang diharapkan dapat dipakai sebagai pertimbangan untuk perusahaan dan peneliti selanjutnya. Adapun saran-saran yang dapat peneliti berikan adalah sebagai berikut:

1. Bagi Peneliti Selanjutnya
Peneliti lain bisa menambahkan variabel bebas yang lainnya yang memiliki pengaruh terhadap pembelian melalui sosial media. Peneliti berikutnya juga bisa meneliti pada obyek yang berbeda dari penelitian ini.
2. Bagi akun penjual sepatu Vans
 - a. Penjual dapat meningkatkan loyalitas merek dengan cara meningkatkan partisipasi pelanggan, misalkan dengan memberikan respon yang cepat

ketika memberikan solusi bagi pelanggan yang menghadapi masalah dalam pembelian.

- b. Penjual dapat meningkatkan loyalitas merek mereka dengan cara memberikan pengalaman merek yang positif, misalkan dengan menyediakan sarana komunikasi di berbagai media sosial kepada pelanggan, agar pelanggan tetap setia menggunakan instagram dan tidak akan beralih ke olshop lainnya.

3. Bagi Masyarakat dan Pihak Lain

Penelitian ini diharapkan dapat menambah wawasan dan membantu masyarakat dalam memilih produk sepatu Vans di instagram.

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