

BAB V

KESIMPULAN DAN REKOMENDASI

5.1 Kesimpulan

Berdasarkan uraian teori dan hasil penelitian yang telah dilakukan menggunakan analisis deskriptif dan verifikatif dengan menggunakan SEM mengenai pengaruh dimensi *Social Media Marketing* Terhadap *Customer Equity* (Survei Pada Pemilik Kartu Keanggotaan Matahari *Departemen Store* di Jawa Barat) dapat disimpulkan sebagai berikut.

1. Gambaran mengenaikinerja *Social Media Marketing* dapat dilihat dari dimensi-dimensinya yang terdiri dari *interaction*, *entertainment*, *customization*, *trendiness*, *perceived risk* dan *word of mouth*, yang berada pada kategori sedang. Hal ini menunjukkan bahwa kondisi *Social Media Marketing* yang dilakukan Matahari sudah menunjukkan kinerja yang cukup baik. Secara berurutan dimensi yang memperoleh nilai tertinggi sampai dengan terendah adalah 1) *word of mouth* dan *trendiness*; 2) *perceived risk*; 3) *entertainment*; dan 4) dimensi *customization*.
2. Gambaran mengenai *Customer Equity* dapat dilihat dari dimensi-dimensi yang terdiri dari *value equity*, *brand equity* dan *relationship equity* berada pada kategori cukup tinggi. Hal ini menunjukkan bahwa pemilik kartu keanggotaan Matahari *Departemen Store* di Jawa Barat telah memperoleh tingkat *Customer Equity* yang cukup tinggi secara keseluruhan dari pelanggannya. Secara berurutan dimensi yang memperoleh nilai tertinggi sampai dengan terendah adalah 1) *brand equity*; 2) *value equity*; dan 3) *relationship equity*.
3. *Social Media Marketing* memiliki pengaruh yang positif dan signifikan terhadap *Customer Equity* pada Pemilik Kartu Keanggotaan Matahari *Departemen Store* di Jawa Barat. Hal tersebut ditunjukkan dengan besarnya nilai *critical ratio* yang jauh lebih besar dari batas minimal yang menyebabkan H_0 ditolak. Artinya *Social Media Marketing* dapat menjelaskan *Customer Equity* secara positif dan signifikan. Hal ini berarti semakin baik pengelolaan *Social Media Marketing* yang diberikan perusahaan semakin tinggi *Customer Equity* dari pelanggan. Hasil kontribusi yang diberikan dari variabel *Social Media Marketing* yang paling besar dalam membentuk *Customer Equity* adalah

dimensi *word of mouth* yang berkorelasi dengan dimensi *value equity* pada *Customer Equity*. Sedangkan dimensi *Social Media Marketing* yang paling kecil membentuk *Customer Equity* adalah dimensi *interaction* yang berkorelasi dengan dimensi *brand equity* pada *Customer Equity*.

5.2 Rekomendasi

Berdasarkan hasil penelitian, penulis merekomendasikan beberapa hal mengenai pengaruh *Social Media Marketing* terhadap *Customer Equity* sebagai berikut.

1. Dari hasil penelitian yang yang diperoleh bahwa aktivitas *Social Media Marketing* pada Pemilik Kartu Keanggotaan Matahari *Departemen Store* di Jawa Barat berada pada kategori baik, namun masih ada beberapa penilaian konsumen terhadap aktivitas *Social Media Marketing* yang dinilai kurang baik pada dimensi *customization*, hal ini menggambarkan bahwa dimensi *customization* yang dilakukan pada aktivitas *Social Media Marketing* belum dianggap baik oleh Pemilik Kartu Keanggotaan Matahari *Departemen Store* di Jawa Barat. Maka dari itu perlu adanya perbaikan serta peningkatan dari pemenuhan permintaan pelanggan. Perusahaan dapat membuat survei pelanggan untuk mengetahui apa yang diinginkan dan dibutuhkan oleh pelanggan dan mengimplementasikan hasil survei secara bertahap sebagai upaya pemenuhan permintaan pelanggan.
2. Dari hasil penelitian yang yang diperoleh bahwa *Customer Equity* pada pemilik kartu keanggotaan berada pada kategori baik, dengan demikian dapat dikatakan hampir seluruh pemilik kartu keanggotaan Matahari menyatakan *Customer Equity* sudah berjalan dengan baik, namun masih ada beberapa penilaian konsumen yang dinilai kurang baik pada dimensi *relationship equity*. Maka dari itu perlu adanya perbaikan serta peningkatan dari *relationship equity*. Matahari *Departemen Store* harus lebih berupaya menjalin hubungan personal yang baik dengan pelanggan, sehingga pelanggan setia dan menunjukkan hubungan yang baik pula.

Hasil penelitian menunjukkan bahwa terdapat pengaruh *Social Media Marketing* terhadap *Customer Equity* secara positif dan signifikan pada Pemilik Kartu Keanggotaan Matahari *Departemen Store* di Jawa Barat. Maka penulis

merekomendasikan agar Pemilik Kartu Keanggotaan dan perusahaan dapat meningkatkan kembali tingkat *Customer Equity* melalui aktivitas *Social Media Marketing*. Semakin baik aktivitas *Social Media Marketing* yang dilakukan perusahaan semakin meningkatkan *Customer Equity*. Perusahaan harus lebih mengupayakan dan memperhatikan aktivitas *Social Media Marketing* yang dilakukan dan mengevaluasi hasilnya untuk mengelola aset pelanggan sebagai nilai jangka panjang perusahaan.

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