

CHAPTER 5

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the analysis of the discussion that has been carried out in the previous chapter, it can be concluded that:

1. Social media marketing activity has a positive affect toward customer brand identification. This is evidenced by the respondents' answers that their chosen Bouquet SMEs tend to be active in creating and sharing content about their products so that they can improve customer brand identification.
2. Social media marketing activity has a positive affect toward perceived value. This is evidenced by the respondents' answers that the SME bouquet of their choice tends to be active in creating and sharing content about their product so that it can increase the value of their SMEs bouquet product.
3. Customer brand identification does not have a positive affect toward brand trust. This means that based on this research, customer brand identification cannot increase brand trust.
4. Perceived value has a positive affect toward brand trust. This is evidenced by the respondents' answers that the value they get from the products they buy is comparable in quality, and these products are able to provide value so that these products are more visible to consumers and can also increase consumer brand trust in these products.
5. Brand trust has a positive affect toward purchase intention. This is evidenced by the answers of respondents who tend to entrust their flagship SMEs bouquet for important moments in their lives. They tend to choose to buy bouquets from SMEs that they have previously purchased rather than looking for new.

6. Customer brand identification mediating the effect of social media marketing activity on the brand trust. This is evidenced by the answers of respondents who said they were already attached to their flagship SMEs bouquet product
7. Perceived value mediating the effect of social media marketing activity on the brand trust. This is evidenced by the answers of many respondents who said that the products they buy always make them happy and have a value commensurate with their quality.

B. Implication

1. Managerial Implication

The results of this study get many benefits. Especially in the field of marketing, namely social media marketing. It is hoped that SMEs players in the Banyumas area are aware of the importance of social media marketing in this day and age. The conscious behavior expected here is that SMEs actors can explore the effectiveness of using social media as a marketing medium compared to traditional marketing. It is expected that SMEs players can compare the results of the two marketing media. And SMEs players can know and prove that social media marketing is more profitable than traditional marketing.

And when they realize the importance of social media marketing, hopefully they can also learn more about social media marketing. Like the activities in social media marketing, namely how to create interesting content so that it can attract the attention of social media users to get to know their products better. Then they can also pay attention to insights from their social media accounts such as when is the right time to post content or products which when they post it can reach many users. So that the more users who reach their accounts, the more consumers are interested in their products. So that when they can

apply well, the results will also be good for the business they live and can help increase their income.

In addition to creating interesting content, the most important thing is that they must also increase interaction with consumers or their followers on Instagram. So that with frequent interaction with followers, SMEs actors will get to know followers better, will know their tastes better and can create products that suit the wishes of their followers. So that followers will feel happy and satisfied because these SMEs can make products according to their wishes.

2. Theoretical Implication

The results of this research can provide benefits and become a source of reference to academics and interested parties. This research can also be a literature, insight, and knowledge about the influence of social media marketing activity on purchase intention. However, based on the results of this study, there are research results whose hypothesis is rejected. Based on the results of this study, there is no direct influence between customer brand identification on brand trust. So it is expected that researchers who will take relevant topics can conduct more in-depth research on the presence and absence of the influence of customer brand identification on brand trust.

C. Research Limitation

The limitations of the research in this study were the first distribution of questionnaires that were only carried out in the Banyumas area so that the respondents were less widespread and less varied, secondly the distribution of these questionnaires was carried out online only so it was a little difficult to get answers because many ignored the announcement of the questionnaire rather than being asked one by one.