

## CHAPTER V

### CONCLUSIONS AND IMPLICATIONS

#### A. Conclusions

Based on the results of this research, the following conclusions can be drawn:

1. Human Capital has a positive effect on MSME Performance of Alfamart employees in Purwokerto.
2. Artificial Intelligence has a positive effect on MSME Performance of Alfamart employees in Purwokerto.
3. There is a significant mediating effect of digital twin between human capital on MSME performance among Alfamart employees in Purwokerto.
4. There is a significant mediating effect of digital twin between artificial intelligence on MSME performance among Alfamart employees in Purwokerto.

#### B. Implications

Based on the research results from testing the hypotheses obtained, the resulting implications are as follows:

1. Human Capital refers to the value and contribution provided by company employees through their skills, knowledge, experience and competence in carrying out operations and achieving business goals. The question with the highest criteria regarding human capital with the highest percentage of answers was 5.3 with the question "I am satisfied with the career development opportunities available at Alfamart" with this indicator, the suggestion from researchers is that Alfamart must maintain and increase training for employee career development.

2. Artificial Intelligence refers to the use of computer technology that can handle tasks that generally require human intelligence, such as data analysis, prediction, process automation, and interaction with customers. The application of AI at Alfamart aims to increase operational efficiency, optimize supply chains, improve customer experience, and support business decision making. The question with the highest criteria about AI with the highest percentage of answers was 6.4 with the question "I feel the presence of Shalma (Alfamart chatbot) has changed Alfamart's old way of serving customers" with this indicator, the suggestion from researchers is that Alfamart should add more technology to make it easier customers and employees in service.
3. A digital twin is a digital representation of a physical entity, process, or system. For Alfamart, a digital twin can refer to a digital model that accurately depicts various aspects of its operations, such as physical stores, supply chains, or inventory management systems. The question with the highest criteria regarding digital twin with the highest percentage of answers was 4.13 with the question "I feel that digital twin can optimize store layout such as product placement" with this indicator, the suggestion from researchers is that Alfamart should consider adopting digital twin technology in optimizing their store layout and product placement.
4. MSME Performance in the context of Alfamart can be interpreted as an evaluation of the performance and results achieved by Alfamart in supporting and promoting products from micro, small and medium enterprises. Alfamart may measure MSME performance from various points of view, including increasing sales of MSME products in their outlets, support for local product development, and effectiveness in marketing MSME products to their customers. The question with the

highest criteria regarding MSME Performance with the highest percentage of answers was 6.1 with the question "I feel satisfied with the working conditions and compensation provided" with this indicator, the suggestion from researchers is that Alfamart must evaluate the working conditions and compensation they provide to employees them, by paying attention to the level of satisfaction felt by employees regarding this matter.

### **C. Researcher Limitations**

This research has research limitations, namely:

1. This research only focuses on Alfamart, it is hoped that further research can examine other organizational sectors.
2. The importance of MSME Performance in a company encourages further research on the variables that influence MSME Performance apart from independent variables (human capital, artificial intelligence, and digital twin).
3. The number and characteristics of respondents involved in research can influence the representation of research results. The limited number of respondents or differences in respondent characteristics can limit the generalization of research results.
4. Time and cost limitations in conducting research can affect the scope of research, number of samples, and depth of analysis that can be carried out.