

CHAPTER V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the results of the data analysis in the previous chapter, several conclusions can be drawn regarding this study as follows:

1. Revitalization of the area has a positive but not significant effect on the revenue of MSMEs in the Night Market Ngarsopuro.
2. Market management has a positive and significant impact on the revenue of MSMEs at the Night Market Ngarsopuro.
3. Products have a positive and significant impact on the revenue of MSMEs at the Night Market Ngarsopuro.
4. Marketing strategies have a positive and significant impact on the revenue of MSMEs at the Night Market Ngarsopuro.
5. The product variable is the most significant variable affecting the revenue of MSMEs at the Night Market Ngarsopuro.

B. Implications

In this study, the product variable has the most significant influence on revenue, followed by marketing strategy and market management, while area revitalization has a weak contribution. The practical implications of this study include the following:

1. MSMEs should focus on product development and innovation in terms of quality, uniqueness, and innovations because products have a direct impact on sales volume and revenue. Product innovation is indeed

crucial for business actors, but the market will always accept superior and high-quality products. Products that already have a high market presence will be more resistant to competition and have great potential to create customer loyalty.

2. MSMEs need to use appropriate marketing strategies to build creative and consistent communication, as well as to increase product visibility and customer loyalty. Marketing strategies are a decisive supporting factor in driving revenue. Superior products without effective marketing will be overshadowed by their competitors. To achieve optimal marketing, effective and appropriate marketing strategies are essential. By optimizing the use of social media and digital marketing, not only will sales increase, but a positive brand image will also be established in the minds of buyers.
3. Market management is one of the key factors in increasing traders' revenue. Proactive market management is crucial for analyzing market segmentation, delivering public services that prioritize visitor safety and comfort, and effectively branding events to attract visitors. Effective market management can support product innovation and marketing strategies that are more targeted, resulting in higher sales volumes.
4. Although the impact of area revitalization on revenue is small, revitalization can serve as an attraction for the community and strengthen the branding of an area to attract public interest. Area

revitalization can have a significant impact if accompanied by product innovation and effective marketing.

C. Research Limitations

During this study, the researcher encountered one limitation in conducting the research. This limitation is:

1. The type of data used cannot keep pace with changes over time because the data was collected at a single point in time, thus failing to capture long-term effects.

