

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research analyzes the influence of sales promotion, social media marketing, and store atmosphere on purchase decision. Based on the results of research and discussion by using multiple regression, then the conclusion can be drawn as follows:

1. Sales promotion has a significant effect on purchase decision. It is proved by regression equation that the sales promotion on purchase decision has a positive effect. Positive effect can mean that when the intensity of sales promotion is higher, the possibility of purchase decision is also higher. Peoples tend to be triggered when it comes to sales promotion such as buy one get one, discount for the next purchase, etc. Hence, the first hypothesis that states sales promotion has an impact on purchase decision is accepted.

2. Social media marketing has an insignificant effect on purchase decision. Social media in this case is functioning as information. People noticed there will be a bazaar and might only visit the bazaar without purchasing something. Hence, the second hypothesis that states social media marketing has a significant impact on purchase decision is rejected.

3. Store atmosphere has a significant effect on purchase decision. In addition, the regression equation proves that the effect of store atmosphere on purchase decision has a positive effect. Thinking of the concept idea is no easy task. However, trending theme will be more likely to attract people to come. Along with pleasant surroundings, state of relax also make people want to stay longer in it. It is also an opportunity for seller to offer their product.

5.2 Limitations of the Research

This study contains limitation that should be considered for coming research. First, the main required respondents are only limited to Surabaya City. Thus, in order to improve the insight from this topic, future researchers are recommended to widen their scope in term of area. This is important owing to WTF Market conducted in other three cities as well (Jakarta, Medan, and Makassar).

5.3 Suggestion

In accordance with the conclusions that are stated above, several suggestions can be given in the form of suggestions that can be taken into consideration for WTF Market:

5.3.1 Suggestion for Academic

For further study, it is better to include more variable of purchasing behavior, for instance, impulsiveness buying in order to

obtain a better judgment of the purchase decision factor. Moreover, to perceive more on what is inadequate on this matter for the purpose of sales improvement.

In addition, future studies are recommended to extend through area to get results that are more accurate and normal distribution function.

5.3.2 Suggestion for Practical

The current study of the impact of sales promotion, social media marketing, and store atmosphere on purchase decision in WTF Market provides theoretical contribution to the existing literature in this topic. In addition, it is also backed up by empirical evidence. The event's managers can benefit from the results of this research to achieve better recognition and sustainable competitive advantage.

Nevertheless, the event's manager should pay attention on the infirm indicator from each influencing factor. First, the impact of sales promotion on purchase decision with the statement "WTF market often offer a price discount." has the lowest mean with the number of 3.26 gathered from the audiences' answer. Hence, the suggestion up to this point is offering the discounted price might return a higher benefit.

Second, the impact of social media marketing with the statement "The advertisements of WTF Market can be easily remembered." has the lowest mean with the number of 3.23. Accordingly, the suggestion up to this point is providing friendly

visible information in the advertisement or eliminating cluttered message. The managers should understand the implications with respect to social media marketing in the modern bazaar context, although the variable is insignificant, it may give in significant impact in the future by assessing the strategies. Moreover, employing the professionals specialized in visual marketing can be an option, they might come up with something creative.

Third, the impact of store atmosphere on purchase decision with the statement “The decorations in the store encourages customer to revisit.” has the lowest mean with the number of 3.39. Hence, the suggestion up to this point is the managers can implies the theme based on trending topics, movies, and whatever catches mass attention in positive way.

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