

Chapter V

Conclusion and Suggestion

5.1 Conclusion

Based on the discussion which has been done, there is 6 hypothesis in total, but 5 are accepted and 1 hypothesis is rejected. Innovation Capability can't give direct impact to Social Media performance. Innovation Capability need through other variable to give the good impact towards Social Media performance. It is mean, Social Media Marketing Communication and Social Media Product Development need involve to give a positive impact toward Social Media Performance. So therefore Writer conclusion are :

1. Innovation Capability not give a direct significant impact towards Social Media Performance with t-value 0,618 and p-value 0,537. The result different from the previous research that saying innovation giving a positive impact towards performance This is happening because SME's Florist in Java agree can't directly focusing Innovation Capability only to resulting their Social Media Performance. The creative idea, design, and portfolios focusing on how they represent the products to the customers, so performance not really important.
2. Social Media Marketing Communication give a impact towards the Social Media Performance with t-value 1,085 and p-value 0,278 It is mean increased order, new customers, followers and engagement give impact to SME's Florist in Java, Financial and Non-Financial.
3. Innovation Capability give a impact towards Social Media Marketing Communication with t-value 9,236 and p value 0,000. Because there is a lot innovative form that able help SME's Florist

in Java to do their communication on Social Media. Because with Innovation, Florist have their many form to communicate with followers and customers. It is mean SME's Florist in Java willing to involve directly with the customers and understand what their needs.

4. Innovation Capability give a impact toward Social Media Product Development with t-value 2,412 and p-value 0,0016. It is mean SME's in Java agree Innovation Capability give impact toward Social Media Product Development. Talk about Innovation, there is a lot things to explore especially new idea and create the creative one. With Innovation Capability, SME's Florist in Java can explore a lot of preferences on arranging flower or maybe other things that still need flower on it like décor for wedding or maybe décor for a photoshoot.
5. Social Media Product Development give a impact toward Performance with t-value 5,795 and p value 0,000. The result show SME's Florist in Java agree the Product Development will help the performance. Because Product its portfolios and one it is posted on Instagram it will give engagement and attract people to buy.
6. Social Media Marketing Communication give a impact towards Social Media Product Development with t-value 3,821 and p-value 0,000. It is mean, SME's Florist in Java agree Social Media Marketing Communication give the impact to how their doing their Social Media Product Development. One of the methods they can try is doing promotions through Instagram ads, can attract the customers to visit their profile. Or a attractive picture and content with nice well caption can caught people attentions to visit the profile

5.2 Suggestion

From the discussion and conclusion that have been made, writer want give some suggestion academic and florist. This suggestion can be used for develop the next research.

5.1.1 Academic Suggestion

Based on the research, writer want give some suggestion for the next research following :

1. Hope the next research able increasing the number of respondent so the result will help business that using Instagram as the promotions.
2. Do another research from different angle so it will help the business give another insight to how maximizing Instagram as their Social Media Instagram to do promotions.
3. This research only focusing on industry creative Florist, hopefully the next research can used another subject because there is a lot to explore when talk about creative industry.
4. Next research hopefully can change the variable and not focusing on the performance only. Because there is a lot to explore beside performance maybe for how to produce the innovations or how to decide the price on the product or how a business build their Social Media Instagram.
5. For do more research on Innovation Capability towards Social Media Performance as on this research, the effect not impactful.

5.2.2 For the Florist

1. Florist in Java need more focusing on how they develop their product and bring it to the Social Media Instagram. Because Instagram do give impact on the performance, non-financial and financial. The picture not really need to be that aesthetic, the most important is how we put our self as the customer and what we want to see in the picture. No need fancy picture, simple but elegant with good lighting will help.

2. Know your customers well and have some conversation with them as well. As writer have several talk with Florist for this research, writer think it is important to able have Social Media Marketing Communication.
3. Not only for the florist, for the overall this research result can be apply for the other business. Product Development is important for business because based on the result, Product able to give a performance on the social media performance.