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BAB V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the results of the research that has been carried out, it was found that of the six hypotheses that have been prepared, there is one hypothesis that was rejected and five hypotheses were accepted. So, it can be concluded that:

1. Agile Capability has a significant influence on Marketing Capability in SME, with a t-value of 9.287 and a p-value of 0.000. MSME business owners feel that with agile skills in MSMEs, business owners do the right way in operational activities and adapt procedures, this is done because of research to consumers and benchmarking in competitor online delivery.
2. Agile Capability has a significant influence on Operational Capability in SME, with a t-value of 4.231 and a p-value of 0.000. MSME business owners feel that with agile skills in MSMEs, business owners do the right way in operations and adapt procedures, this is achieved because the business owner regularly reads comments and answers questions (interacts) with consumers on social media.
3. Agile Capability has a significant influence on SME Performance in SME, with a t-value of 3.682 and a p-value of 0.000. MSME business owners feel that with agile capabilities in MSMEs, business owners do the right way in operations and adapt procedures, this is proven right by the growth in sales and high turnover of money after collaborating with online delivery.
4. Marketing Capability has a significant influence on Operational Capability in SME, with a t-value of 2.450 and a p-value of 0.000. MSME business owners feel the need to conduct research on consumer comments and also need to regularly see competitor landing page in

apps, this is done in line with operational activities carried out by viewing comments and interacting with consumers through social media.

5. Marketing Capability has a significant influence on SME Performance in SME, with a t-value of 4.357 and a p-value of 0.000. MSME business owners feel that paying close attention to competitors in the application and conducting research on consumer comments can help to increase sales growth and increase cash flow.
6. Operational Capability has not significant influence on SME Performance in SME, with a t-value of 1.057 and a p-value of 0.000. This happens because business owners feel that regularly reading comments and interacting with consumers on social media does not have an impact on sales growth and money circulation in their MSMEs.

5.2 Recommendations

Based on the research that has been done, the authors give suggestions for further research as follows:

1. In further research, the author can expand the scope of respondents so that they can get data throughout Indonesia.
2. further research can be continued in different industries so that there are results according to the required industry.
3. This research was conducted for MSME business owners, can also conduct research from the consumer's point of view in looking at MSMEs that apply variables.
4. further research can be continued in area so that further research could be conducted for UMKM outside Jabodetabek.
5. Business owner could involve in entrepreneur training to know how to maximize online delivery.
6. Business owner could follow what is trend right now: to riding the wave and get attention from customer.

7. Business owner could start to separate the operational flow, for example cashier only for online order.
8. Business owner could assign staff supervisor to fulfil online order.
9. Business owner could use technology point of sales to track with aspect is non effective.
10. Business owner could evaluate operational process for dine in & online order.
11. Business owner could conduct internal survey to know customer behavior (prefer online/dine in).
12. Business owner active join online order campaign.
13. Business owner consider to open new branch if needed.
14. Business owner have to evaluate the effective way to accommodate online delivery & dine in.

