

CHAPTER V

CONCLUSION, LIMITATIONS, IMPLICATION AND RECOMMENDATION

5.1 Conclusions

The purposed of this research is to investigate the impact of content characteristic of SMS advertising of SIM card service providers Telkomsel on consumers' attitudes. Most researchers have discussed the factors influencing consumer attitudes toward mobile advertising only from a specific dimension perspective. Our findings also demonstrating the implementation of concept to the literature by providing further insight into the contribution of each dimension of content characteristic to the formation of consumer attitudes about mobile advertising.

The results show that the entertainment, informativeness and content credibility characteristic of SMS influenced the attitudes of these consumers through mobile advertising value. The content of informativeness was the best predictor of the overall content characteristic impact, followed by entertainment and credibility. This research also aims to examine whether those variable give significant and positive effect to customer attitude or not. Therefore, the analyses of results are:

- a. Entertainment of SMS advertisement has a significant on customer attitude and the relationship is positive. It means the higher the content

of entertainment in SMS advertising it will give higher and positive impact on customer attitude.

b. Informativeness of SMS advertisement has a significant on customer attitude and the relationship is positive. It means the higher the content of informativeness in SMS advertising it will give higher and positive impact on customer attitude.

c. Credibility of SMS advertisement has a significant on customer attitude and the relationship is positive. It means that the credibility of advertising will give effect to increasing in customer attitudes.

5.2. Limitations

Researcher found some limitation when conducted this research. Some of the limitations are as follow:

1. Variables

The variables examined in this research are entertainment, informativeness, irritation and credibility for next research will be more variables and indicators added to be developed.

2. Samples

Since this research use respondent from students of Faculty of Economics Andalas University. This research just use 3 major which are management, accounting and economics in Andalas University.

3. Location

This research is conducted in Faculty of Economics Andalas University. The next research will be in others university which also has big respondents not only in Faculty of Economics.

5.3 Implications and Recommendation

This research provides some implication for improvement in better understanding related the impact of content characteristic of SMS advertising of SIM card service providers' Telkomsel. From the result, it is proved three hypotheses in this research are accepted. It also shows that the women participants focused more attention on the credibility dimension of SMS advertising than did the men. That is, the more believable SMS advertising is, the more women find it acceptable. In contrast, SMS advertising that is novel and risky may be more suitable for men. In summary, if designers take into account gender differences when producing advertising information, this could improve the relationship between an enterprise and customers. The result also supports the previous studies related with variable used in this research.

1. This study provide insight to the Telkomsel in order to serve improve service to customers and catch customer being loyal. This matter can be done through efforts as follow:



- a. Frequency of sending advertisements via SMS should be limited perceive complaint from respondent about the frequent sending advertisements indirectly can be spam in their phone memory.
 - b. Be more honest in giving information in the ads via SMS, since there are many respondents complain about what they get is not as well as mention in the ads. It could lead customer turn their purchase decision to the others.
2. For the next researcher, it will be better if the next research in this field about advertising via SMS affect customer attitude use larger size of sample. When a sample size is large, it is more likely to be representative of the full diversity of the population from whence it came. Likewise, the larger the sample, the greater the odds that outliers will be captured.