

## **BAB V**

### **CLOSING**

#### **5.1 Conclusion**

This research is aim to know the effect of information quality and media richness to social media fatigue in hospital industry. This research using primer data that obtained by distributing questionnaires to 150 respondent who using WhatsApp to consult and booking with the hospital in Padang. Based on testing that have been carried out using SMART-PLS 3.3.3, it can be concluded:

1. Information quality has negatively affected and significant to the social media fatigue in hospital industry in Padang. It is shown the better the quality of information, the less fatigue the social media is.
2. Media richness has negatively affected and significant to the social media fatigue in hospital industry in Padang. It is shown that the richer the media, the less fatigue the social media is

#### **5.2 Research Implication**

Based on result in this research, there is implication as follows:

1. This research show that information quality significantly reduces the social media fatigue, so it expected the heath industry or organization can keep their communication with the customer. The relevant, accurate and timeliness information need to be attention for the health industry when spread the information through WhatsApp.
2. The social media play an important role in today life, especially social media WhatsApp in healthcare industry, so the reader need to take attention for this.

#### **5.3 Research Limitation**

In this research there is limitation, they are:

1. In this research the variable information quality and media richness only explain the social media fatigue as much as 36.5%, meanwhile the remaining 64,5% is other variable that affect the social media fatigue that are not contained in this research.
2. The respondent in this research, which only focus on health industry in Padang. Thus, the respondent of this research only represents heath industry in Padang.

#### **5.4 Recommendation**

Based analysis and result has been done by researcher, there is some of recommendation:

1. For future researchers, they can increase the number of samples with expend the research area to west Sumatra so that the result can better represent the actual situation.
2. For future research are expected to consider other variable, they are the other factor that can affect social media fatigue

