

## CHAPTER V

### CONCLUSION

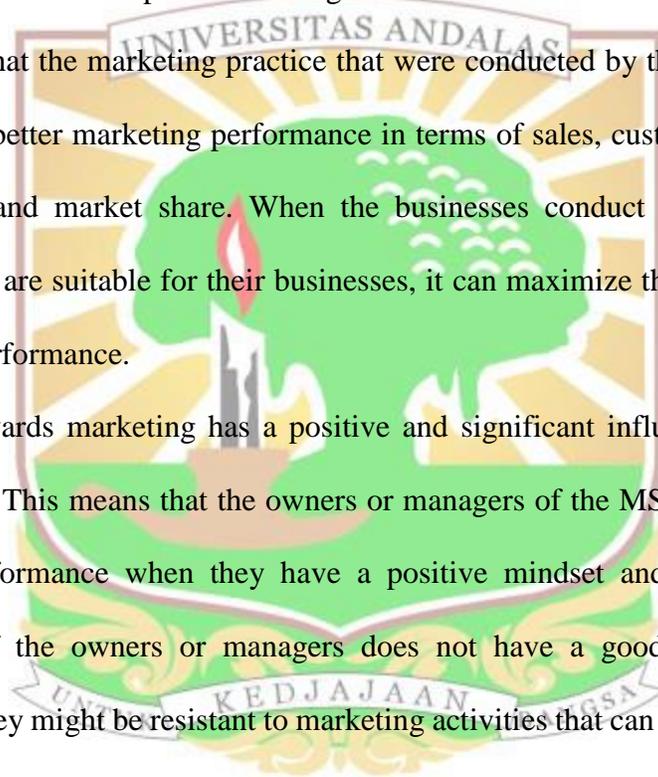
This chapter will be providing the conclusion from the findings and discussion of the research which has been shown in the previous chapter which followed by the assessment of the potential limitation in this study and implication for the possible future directions for the research.

#### 1.1 Research Conclusion

This research was conducted by using quantitative research which involves the primary source of data collection through the hypothesis testing to analyze the effect that one or more variables are influencing the other variables. The survey was conducted to meet several cluster of MSMEs from the micro, small, and medium cluster who operates in different regions.

The aim of this research is to gain deeper knowledge concerning the marketing attitudes and marketing practice in the MSMEs of Minangkabau food in West Sumatra and how these variable influence the marketing performance of the MSMEs while marketing practice as the mediating variable. After conducting test in Smart PLS 3.0 and SPSS 16 through tests such as; descriptive statistics, measurement outer model (convergent validity, discriminant validity, and reliability test), and inner model measurement (R-Square and T-Test) four hypothesis can be concluded:

1. From the result of the testing, the attitudes towards marketing has a positive and significant effect towards marketing practice. This means that the business owners needs to have a good attitudes and mindset in marketing in order to select and conduct good marketing practices that are suitable for their business. Attitudes towards marketing can also improve how the business owners or managers of Minangkabau food MSMEs rate the importance of marketing practice in their business.
2. Marketing practice has a positive and significant influence on the marketing performance. This means that the marketing practice that were conducted by the MSMEs can provide the business better marketing performance in terms of sales, customer growth, customer satisfaction, and market share. When the businesses conduct the relevant marketing practices that are suitable for their businesses, it can maximize the improvement of their marketing performance.
3. Attitudes towards marketing has a positive and significant influence on the marketing performance. This means that the owners or managers of the MSMEs can improve their business performance when they have a positive mindset and attitudes towards the marketing. If the owners or managers does not have a good attitudes towards the marketing, they might be resistant to marketing activities that can influence the marketing performance of their business.
4. Attitudes towards marketing when mediated by marketing practice has appositve and significant influence towards the marketing performance. When the owners or managers of the business have a good positive attitudes towards marketing they will tend to conduct more and proper marketing practices in order to increase their marketing performance.



These owners and managers will also be concerning more about how to conduct the marketing practices properly and will tends to conduct marketing research and understanding some concept of the marketing which then can lead to a better marketing performance, where the business can experience increase in sales, customer retention, customer satisfaction, and provide better product image and business image.

## 5.2 Research Implication

This research have some implications that can be used to improve the understanding in the effect of attitudes towards marketing on the marketing performance mediated by marketing practice for the MSMEs in the industry of Minangkabau food in West Sumatra. All of the hypothesis in this research were found to be accepted, which can be outputted in several implications:

1. With the most of the owners of the MSMEs of Minangkabau food were women at the age of 40 years old and higher can indicate why most of the respondents of the research are not conducting marketing every day in their business and most of them also does not have sufficient knowledge about marketing. With the lack of marketing attitudes to conduct the marketing in their business and have lack of marketing knowledge, can slows the marketing practices that will be conducted in the business which can affect the marketing performance of the business and can slows down the competitiveness of the MSMEs. Most of the respondents also disagree on thinking that the employees of their business are marketers for their business. The employees who are working as cashier or even in production can have a big impact in their business because they can spread positive word of mouth marketing and can also provide additional information when there is a customer who are

in need of information concerning the product. This can be a future actions by organizations in the fields of MSMEs or universities to provide the needed training for the owners or managers of the businesses in terms of attitudes towards marketing especially in the marketing knowledge and the impacts marketing has on their business.

2. Many of the respondents answer disagree in the question concerning obtaining information to develop new product. This can indicates that most of the business owners or managers are trying to focus on their current product sales and does not have the interest yet in developing new product for their business. When it comes to innovation of new product, it can provide the business a competitive advantage over their competitors due to early entry of their new product which also adds the value of differentiation. This can be useful for organizations that concerns to MSMEs to provide the right training for product innovation. This might not only increase the competitive ability of the MSMEs towards each other in West Sumatra but also outside of West Sumatra which competes with other food from other region.
3. Many of the respondents also disagree when asked about the new market reach in the past three years whether it is regional, national, or even international. This can happen also due to the lack of marketing practices that were conducted by the businesses involves in creating networks in other region and trying to innovate new ways to reach more customers. Therefore, governments also needed to take actions in providing help for the MSMEs to reach further market whether it is nationally or internationally.
4. For the MSMEs in the Minangkabau food can use this information in order to understand the importance of marketing insight and marketing practices that are relevant to their business which later can increase their competitiveness, gaining higher market share,



developing their businesses, increase their marketing performance, which can influence the overall business performance.

### **5.3 Research Limitation**

The researcher found several limitations when conducting the research which are as follows:

1. The research has limitation due to the bias response by the respondents. Some of the respondents does not want to share the reality of the occurring condition in their business.
2. Another limitation is the geographical location, since the location of the seller of Minangkabau food in West Sumatra are spread out through the region it is harder to obtain the sample. This also limits the transportation that was being used due to travel in different locations. The location of the survey also only covers a small portion of West Sumatra which made the obtained sample size at 120 respondent.
3. Another limitation is the availability of owners or managers of the MSMEs, where most of the owners might not be available or willing to be asked for a survey.
4. The research only looking at three variables which uses attitudes towards marketing, marketing practice, and marketing performance while the marketing practice as mediating variable. The limitation is that there are not many previous research that discuss this specific topic together, therefore the researcher needs to compile several past research findings in order to formulate the hypothesis of the study.

### **5.4 Research Recommendation**

1. For the next researcher who is interested in conducting similar research, it can be suggested to use more samples in order to avoid biases answers given by the owners or managers of

the business, which made the researcher needs to provide assistance to the respondents to fill the questionnaires.

2. The next researcher can conduct research in other part of Sumatra and Indonesia or in another sector of industries. This can help in enriching the understanding of the MSMEs in Sumatra and Indonesia concerning the marketing topics discussed in this research.
3. Future research can analyze other variables as the marketing performance does not only being explained by attitudes towards marketing and marketing practice, or future search can be looking at the influence of production and marketing used in the business on the overall performance of the business.
4. With the more number of female respondents in this research, it can be a good topic to be researched concerning the female entrepreneur of MSMEs in West Sumatra.
5. Future research can also look more deeply in the marketing practices conducted by the MSMEs of Minangkabau food industry, to see the current marketing practice conducted by the businesses and see the effectiveness of the current marketing practice on the marketing performance of their business.
6. Future research should create questionnaires that were more understandable to people who have low or no understanding about marketing in order to ease the researcher in spreading the questionnaires.

