

CHAPTER V

CLOSING

5.1 Research Conclusion

This study has 4 variables consisting of 3 independent variables, namely product assortment, price discount, experiential marketing, and dependent purchase decision. This study obtained data by distributing questionnaires to respondents who met the criteria through the help of Google Forms. The criteria for respondents in this study are consumers of Tropicana Slim products, living in Padang City, having experience with events held by Tropicana Slim, and knowing the discount program offered by Tropicana Slim. The data collected were 155 respondents, but 139 questionnaires were eligible. Subsequently, the data was processed using SmartPLS 3.0 software.

Based on the results of the research and discussion described in the previous section, the following conclusions can be drawn.

1. The results of testing the first hypothesis show that the product assortment variable has a positive and significant effect on purchase decisions. This shows that product assortment influences the purchase decision of Tropicana Slim products in Padang City. The more extensive the product assortment, the higher the consumer purchase decision for low-sugar products.

2. The result of testing the second hypothesis shows that the price discount variable has a positive and significant effect on purchase decisions. This shows that price discount influences the purchase decision of Tropicana Slim products in Padang City. On special days Tropicana Slim has a program that offers price discounts to their customers. This indicates that the more price discounts offered by Tropicana Slim the more tendency customers to make purchase decisions for Tropicana Slim products.
3. The result of testing the third hypothesis shows that the experiential marketing variable has a positive and significant effect on purchase decisions. Tropicana Slim has an annual event that targets potential consumers of Tropicana Slim products. The experience gained by these potential consumers at the Tropicana Slim event can make them decide to purchase Tropicana Slim products.

5.2 Research Implication

This research obtained many findings that can provide implications for the Tropicana Slim brand and various parties related to interesting practices in making consumer purchasing decisions on a product. The results of this study are useful as evaluation material for PT Nutrifood Indonesia, especially for the Tropicana Slim brand in organizing their product marketing strategy. Based on this research, the research implications are as follows:

1. Academic Implications

This research is expected to be able to expand knowledge in the field of marketing. For academics, the responses obtained from respondents are quite useful for developing studies on the implementation of consumer behavior theory through product assortment, price discounts, and experiential marketing issues. For experiential marketing variables, this is very useful for further research related to experiential marketing in companies that sell products. Because in the previous research on experiential marketing variables, most of the research focused on the service sector. So, this research can be useful as a reference for research on experiential marketing in the goods sector. In this study also can be found what factors influence consumers in increasing consumer interest in purchasing Tropicana Slim products in Padang City. The results of this study can also be used as a reference for further research.

2. Practical Implications

This study examines how consumer behavior in Padang City towards Tropicana Slim purchasing decisions. The trend of consumption of foods and drinks with low sugar and calories has increased recently, in line with the increase in diabetes in Indonesia. Through this research, it is hoped that parties related to this research can pay more attention to factors that influence consumer purchasing decisions for Tropicana Slim products. Based on the data

obtained, the responses given by respondents can be a development for the Tropicana Slim brand:

1. For the Tropicana Slim brand, can make product assortment, price discounts, and experiential marketing considerations in optimizing marketing strategies to attract consumers to make purchasing decisions. Product assortment, price discounts, and experiential marketing can have a significant influence on increasing consumer purchasing decisions for Tropicana Slim products. Based on the results obtained in the research, Tropicana Slim can innovate by presenting a variety of new products, because extensive product assortment affects consumer purchasing decisions for Tropicana Slim products. The implementation of the price discount program is also able to increase sales of Tropicana Slim products. Consumers tend not to want to miss the opportunity for a price that is lower than the normal price. Experiential marketing provided by Tropicana Slim is also able to convey brand messages about the importance of low-sugar and calorie food consumption through organized events. The event was able to leave a valuable experience that influenced participants to make purchases of Tropicana Slim products.
2. For consumers, consumers who use Tropicana Slim products can be educated about the importance of consuming low-sugar and calorie

products and can fulfill their needs for healthy products. In addition, consumers can further increase their interest in local products.

3. For government, the government can make this research a reference in the form of education by conducting socialization with the general public regarding diabetes prevention through the consumption of low-sugar and calorie foods. The government can also help companies engaged in the production of healthy food in the aspects needed by the company, such as facilitating licensing to hold events and so on. The promotion carried out by the Tropicana Slim brand is ultimately not only profitable for them in the form of profit but also helps the government in efforts to eradicate and educate about diabetes in the community.

5.3 Research Limitation

Researchers know that the results of this study are not perfect and have limitations that are beyond the ability of researchers. Therefore, the limitations of this study can be considered for future research.

1. This research was conducted only focusing on Tropicana Slim customers who live in Padang City.
2. This study obtained data using quantitative methods through distributing questionnaires conducted online so that researchers realized that the data had

been collected not fully credible because several respondents filled in the answers carelessly and did not read the questions.

3. This study only tests the direct effect between the independent variables (product assortment, price discount, and experiential marketing) on the dependent variable (purchase decision) without any mediating or moderating variables. The object chosen by the author in this study is only one brand that focuses on low-sugar and calorie products, namely Tropicana Slim.
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5.4 Suggestion

Based on the conclusions and limitations contained in this study, several suggestions need to be considered for future research and the Tropicana Slim brand:

1. It is expected that future research can examine Tropicana Slim consumers throughout Indonesia, this is because Tropicana Slim consumers are not only found in Padang City but are almost distributed in all cities in Indonesia.
2. It is expected that in the next research in distributing questionnaires, researchers can guide respondents in filling out questionnaires. So that the results collected later will be completely able to be used in processing the questionnaire data and the results obtained better describe the situation felt by the respondents at that time.

3. For future research, it is recommended to add other variables such as brand image, order fulfillment, perceived price attractiveness, and others that influence purchasing decisions which can broaden the insights of the research conducted and add mediation and moderation variables that further strengthen the results of the research conducted. An example of using mediating variables is experiential marketing, brand image, and brand loyalty a case study of Starbucks. (Chang, 2021). The brand image variable in this study is a mediating variable. In addition, research conducted by Bhatti (2018) that is Sales Promotion and Price Discount Effect on Consumer Purchase Intention with the Moderating Role of social media in Pakistan
4. Future research is expected to analyze the comparison of low-sugar and calorie product brands that are often found in Indonesia, namely Tropicana Slim and Diabetasol.

The following suggestions can be used as consideration for the Tropicana Slim brand.

1. For the Tropicana Slim brand, it is expected to pay more attention to the availability of a variety of Tropicana Slim products in retail stores. This is because some consumers consider Tropicana Slim to have incomplete stock in the various product categories available. However, most consumers agree that Tropicana Slim offers a variety of products compared to their competitors. So

that this extensive product assortment affects their purchasing decisions, so Tropicana Slim needs to maintain the availability of their products.

2. Tropicana Slim can increase the product discount program to consumers. This is because many consider that product discounts are an opportunity for them to get affordable products, and are cheaper than normal prices. So that when there is a discount program it can influence consumer purchasing decisions.

3. Tropicana Slim can increase the scale of their events, both in terms of participant capacity and location points. This is because through the event held by Tropicana Slim, it has been proven that it can instill brand messages in event participants regarding the importance of diabetes prevention, so that these participants are interested and decide to make purchases of Tropicana Slim products.

