

CHAPTER V

CONCLUSSION

5.1 Conclusion

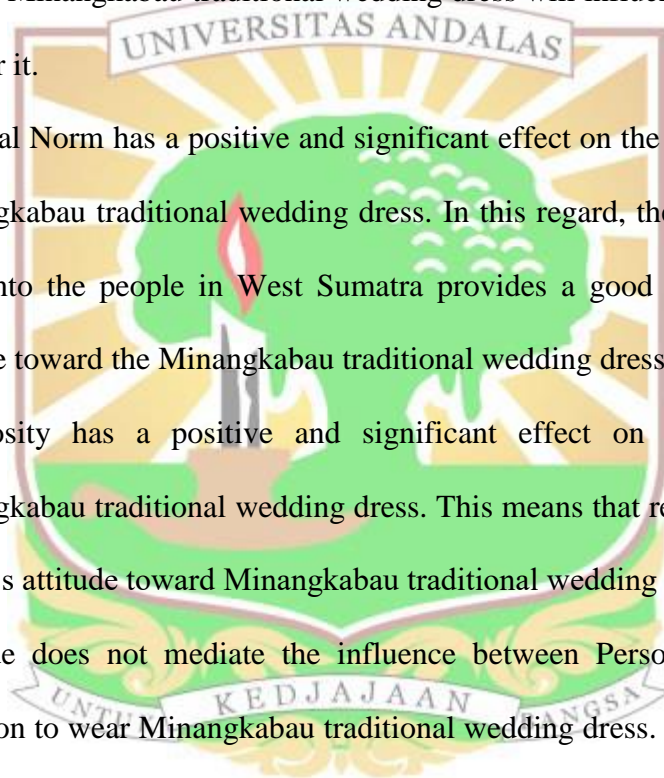
This research analyzed The Influence of variables that affect other variables, and this research has 4 variables, namely Personal Norm, Religiosity, Attitude, and Intention to wear. This research aims to determine the antecedents of the intention to wear traditional wedding dress by Gen Z in West Sumatra. This research used a quantitative approach with hypothesis testing, where there are 7 hypotheses developed in this research. The data collection method used a questionnaire by the Google Forms platform. The online questionnaire was shared through social media including WhatsApp personal chat and group chat, personal Instagram account, and X. After it was all distributed, 170 respondents were accepted, and the data was tested using SMART-PLS 4.0 software.

In the previous chapter above, it has been discussed about the results of the accepted and rejected hypothesis and their respective significance levels. Based on these results, 5 hypotheses are supported or accepted by the test results conducted.

The results of the research that has been done can be concluded as follows:

1. Personal Norm has a positive and significant effect on the intention to wear Minangkabau traditional wedding dress. This means that personal norms is a considered in deciding the intention to wear Minangkabau traditional wedding dress for Gen Z in West Sumatra.

2. Religiosity does not significantly affect the Intention to wear Minangkabau traditional wedding dress. It means Gen Z in West Sumatra when they have the intention to wear Minangkabau traditional wedding dress, they do not consider aspects of religiosity.
3. Attitude has a positive and significant effect on the intention to wear Minangkabau traditional wedding dress. This proves that a positive attitude toward Minangkabau traditional wedding dress will influence the intention to wear it.
4. Personal Norm has a positive and significant effect on the Attitude toward Minangkabau traditional wedding dress. In this regard, the personal norm built into the people in West Sumatra provides a good perspective and attitude toward the Minangkabau traditional wedding dress.
5. Religiosity has a positive and significant effect on attitude toward Minangkabau traditional wedding dress. This means that religiosity affects Gen Z's attitude toward Minangkabau traditional wedding dress.
6. Attitude does not mediate the influence between Personal Norms and Intention to wear Minangkabau traditional wedding dress. This proves that changes in personal norms do not indirectly affect the intention to wear Minangkabau traditional wedding dress through attitude.
7. Attitude mediates the influence between Religiosity and Intention to wear Minangkabau traditional wedding dress. It means that the level of religiosity will affect a person's perception which will also affect the intention to wear Minangkabau traditional wedding dress.



5.2 Implications

The results of this research can expand understanding of marketing strategies and help academics, researchers, consumers, and businesses engaged in the wedding industry. Based on the research results obtained, there are several implications obtained, namely:

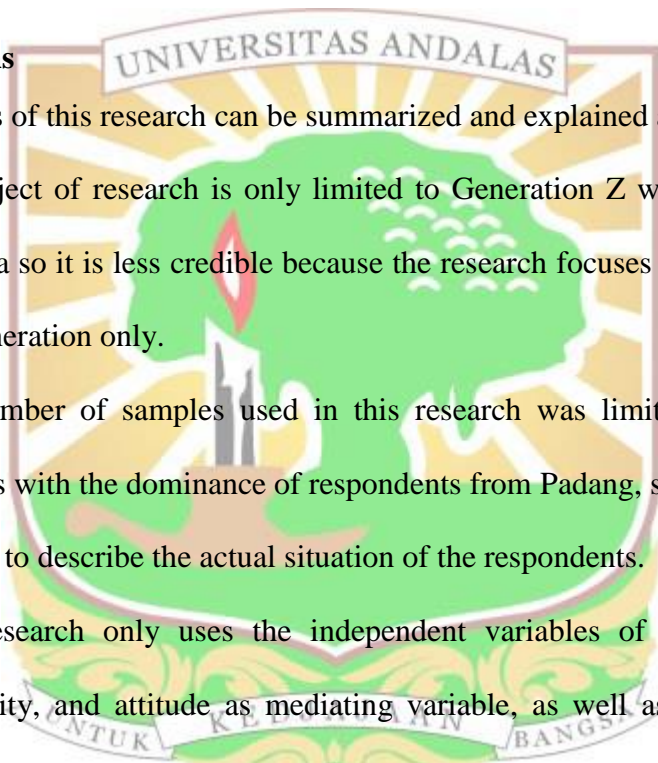
1. For the development of further research, this research can be a reference and basis for a better understanding of the mechanisms underlying how consumer intention to wear traditional wedding dresses is influenced by personal norms, religiosity, and attitude. All variables in this study have high values in descriptive analysis, so the development team needs to consider all the variables described in this research.
2. For organizations/institutions related to Minangkabau customs, this research can be a reference regarding the understanding and awareness of the society about customary and cultural values of the Minangkabau society, including in Minangkabau traditional wedding dress as a strategy for developing religious character and increasing cultural awareness in order to preserve Minangkabau culture. In the term of the descriptive analysis, personal norms, religiosity and attitude variables have a high value so they can be taken into consideration in strategies for improving the rules and maintaining the preservation of customs through various programs, one of which is Minangkabau culture education and implementing mandatory rules regarding dress that must be monitored.
3. For businesses engaged in Wedding Industries, it is hoped that this research can help businesses understand the factors that influence consumer

decisions in wearing the wedding dresses especially the Minangkabau traditional wedding dress. In term of respondent profile, most of respondent chose to use traditional concept for their wedding and also all respondent has an intention to wear traditional wedding dress. This information can be used to develop more effective marketing strategies especially for get Gen Z's as the consumer.

5.3 Limitations

The limitations of this research can be summarized and explained as follows:

1. The object of research is only limited to Generation Z who live in West Sumatra so it is less credible because the research focuses on one area and one generation only.
2. The number of samples used in this research was limited to only 170 samples with the dominance of respondents from Padang, so it was still not enough to describe the actual situation of the respondents.
3. This research only uses the independent variables of personal norm, religiosity, and attitude as mediating variable, as well as the dependent variable of intention to wear, which can reduce the complexity and opportunity to find out the relationship between other variables that may be relevant.
4. This research uses a survey method by distributing questionnaires online without conducting direct interviews with respondents. This causes differences in perceptions of answers from respondents that do not follow existing facts.



5.4 Recommendation

Based on the presentation of the previous findings, future research can consider the following suggestions can consider some of the suggestion below:

1. The research population coverage can be wider such as Generation Z Minang outside West Sumatra, or provide a comparison between 2 generations, and the number of respondents is expected to be increased to get more accurate and varied result.
2. For further research, it is necessary to conduct a more in-depth analysis of the stages of intention to wear and the religiosity toward wearing the Minangkabau traditional wedding dress, and also can add other variables that can support the research.
3. For future research, it is hoped that it can increase data sources, not only focusing on questionnaires but also including data obtained from other methods such as interviews.

