

CHAPTER V

CLOSING

5.1 Research Conclusion

The three variables in this study are dependent purchasing decision and two independent variables, social media marketing and word-of-mouth. With the use of Google Forms, surveys were sent to participants who satisfied the requirements in order to collect data for this study. The criteria for respondents in this study are costumers of property subsidies in Namra Green Village and living in Padang. The data collected were 120 respondents, the data was processed using SmartPLS 3.0 software.

1. The Social media marketing variables have a negative and insignificant effect on purchasing decisions. This shows that social media marketing is unable to generate interest from customers to buy subsidized housing. This is because the content shared is less interesting and development progress is rarely updated, which causes customers to be less interested in buying subsidy property at Namra Green Village.
2. Word of mouth communication variable has a positive and significant effect on purchase decision. This shows that Word of mouth is able to generate interest from customers to buy subsidized housing. The more information about a product that is obtained in interaction and communication from word of mouth, it will increase costumers interest in buying the product.

5.2 Research Implication

This research obtained many findings that can provide implications for the Namra Green Village 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 Namra Green Village Indonesia, especially for the property subsidy in organizing their product marketing strategy. Based on this research, the research implications are as follows:

1. Academic Implications

It is anticipated that this research to expand knowledge in the field of marketing. For researcher studying the application of consumer behaviour theory through social media marketing and word-of-mouth concerns might benefit greatly from the comments provided by respondents. This study also identifies the variables that affect customers' inclination to purchase property subsidies in Padang City. Furthermore, the study's findings might serve as a guide for further research.

2. Practical Implications

This study examines how consumer behaviour in Padang City towards purchasing decisions for property subsidies at Namra Green Village. The trend of purchasing property subsidies has increased recently, in line with the increase in property prices in Indonesia. Through this research, it is hoped that the parties related to this research can pay more attention to the factors that influence customer purchasing decisions on property subsidies.

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 property subsidies customers who live in Padang City.
2. This study exclusively examines the direct relationship between the independent factors (social media marketing and word of mouth) and the

dependent variable (buying decision), with no mediating or moderating variables. The author's choice of object for this study is a single Namra Green Village brand that specializes in property subsidies.

3. The object chosen by the author in this study is only one developer that focuses on property subsidies, namely Namra Green Village.

5.4 Suggestion

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

1. It is hoped that further research can examine subsidized property customers with different developers throughout Indonesia, this is because enthusiasts of subsidy property are not only found in Padang City but are almost spread throughout cities in Indonesia.
2. It is hoped that in future research in distributing questionnaires, researchers can guide respondents in filling out questionnaires. So that the results collected later can actually be used in processing the questionnaire data and the results obtained better describe the situation felt by the respondent at that time.
3. Future research is expected to analyse the factors that cause the ineffectiveness of the distribution of property subsidy housing programs. The problem of the distribution of property subsidy housing programs that are not on target is indeed widely found in Padang City, it is hoped that by conducting this research it can provide input for the government to be more careful in distributing subsidy housing programs.

The following suggestions can be used as consideration for the developer Namra Green Village.

1. For Namra Green Village developers, it is hoped that they will pay more attention and maintain the quality of the building, because there are several customers who complain about the quality of the building they live in.
2. Namra Green Village developers are expected to be able to build commercial housing not only focusing on subsidy housing.
3. Namra Green Village developers are expected to build subsidy housing with a fairly affordable down payment, this is because many other subsidy property developers are able to provide a fairly affordable down payment with the same specifications, namely type 36/84. So that when there are buyers who visit, it can influence consumer purchasing decisions

