

CHAPTER V

CLOSING

(Conclusions, Implications, Limitations, and Suggestions)

5.1 Research Conclusion

This study uses three exogenous variables, namely hedonic value, social value, and appearance consciousness which also affect attitude as a mediating variable and usage behavior as an endogenous variable. The data available in this study were obtained from distributing questionnaires directly to 135 respondents who met the research criteria, namely domiciled in Padang City, female aged 17 years and over, are nail salon customers, and use nail art in nail salons in Padang city. Respondent data processing was carried out using the Structural Equation Model Partial Least Square (SEM PLS) method with data processing software using SmartPLS version 4.1.0.6.

Based on the results of research and discussion, it can be concluded as follows:

1. The results of testing the first hypothesis show that the hedonic value variable on attitude has a positive and significant effect on nail art customers in nail salons in Padang City. This means that customers feel happy and satisfied with nail art services because of the aesthetics, personal satisfaction, and improved quality of life felt through the use of nail art.

2. The results of testing the second hypothesis show that the social value variable on attitude has a negative and insignificant effect on nail art customers in nail salons in Padang City. This means that nail art is considered more as self-expression and a means to strengthen one's appearance and self-confidence than as a tool to get direct social validation.
3. The results of testing the third hypothesis show that the variable appearance consciousness on attitude has a positive and significant effect on customer nail art in nail salons in Padang city. This means that awareness of appearance plays an important role in attitude formation. The higher the customer's awareness of appearance, the greater their tendency to use nail art regularly.
4. The results of testing the fourth hypothesis show that the attitude variable towards usage behavior has a positive and significant effect on nail art customers in Padang city nail salons. This means that a positive customer attitude towards nail art has a significant effect on their usage behavior. A good attitude towards nail art encourages customers to use nail art services more often both in daily activities and special events.

5.2 Research Implication

Based on the conclusion of the research conducted, there are several implications that will be felt by related stakeholders. The following are the academic implications and practical implications of this research:

5.2.1 Academic Implication

Academics and students from management study programs who take concentrations in marketing management can develop studies on the application of consumer behavior theory, especially in the context of the beauty industry. Through issues of hedonic value, social value, appearance consciousness, attitude, and usage behavior. Based on the results of the hypothesis discussion, it is known that there is a positive and significant influence on the hedonic value and appearance consciousness variables on attitude and on the attitude variable on usage behavior, although there is one variable that has a negative and insignificant relationship, namely social value on attitude.

This research develops variables that are relevant in studies related to the behavior of using beauty services such as nail art, this influence is a reflection of the academic implications that arise due to problems in society. Therefore, academics and students are required to be able to conduct further studies on the application of these theories and issues in other problem cases. The results of this study will be able to improve and add insight to the scientific field of management study programs.

5.2.2 Practical Implication

This research has tried to examine and explain how consumer behavior in the community in Padang City is related to the use of nail art in nail salons in Padang. Nail art as one type of cosmetics is currently quite popular and provides results in accordance with the wishes of customers. Based on the research results, nail art customers prioritize aesthetics and personal satisfaction. Therefore, nail

salon owners in Padang City should focus more on the pleasure aspect and the psychological benefits derived from using nail art. Services that can be offered are by enriching the service catalog with a variety of creative design options, as well as improving service quality through skilled experts and modern equipment.

In addition, it can offer more personalized services and creating a relaxing environment. This includes creating a calming atmosphere with soft lighting, soothing music, and aromatherapy. Comfort can be provided through comfortable chairs and offering hand and foot massages. Stress relief techniques, such as breathing exercises and guided meditations, can be incorporated during the nail art process. Customization options are vital, allowing clients to express their creativity by offering a wide selection of designs and colors. Taking the time to understand each customer's preferences and suggesting designs that reflect their personality also adds to the personalized experience. By focusing on personalization and a relaxing atmosphere, nail salons can transform the nail art experience into a holistic journey that not only enhances beauty but also rejuvenates and reduces stress for customers. This approach ultimately leads to improved customer satisfaction.

5.3 Research Limitation

Based on the researcher's experience during the research process, it is realized that the results of this study are far from perfect and have several limitations. In connection with this, the following are the research limitations encountered by researchers:

1. This research was only conducted in Padang city, so the results may not be generalizable to a wider population or to other regions. Consumer preferences and behavior towards nail art in other areas may be different due to differences in socio-culture, economy, and local beauty trends.
2. This study only examines the influence between the variables of hedonic value, social value, and appearance consciousness on attitude and usage behavior, so it does not investigate other things that can also affect these two variables.
3. This research was conducted with a drop and collect system where researchers distributed questionnaires directly to respondents. This limits the depth of information that can be obtained. Some more complex variables may require additional data collection methods, such as interviews or direct observation, to provide a more comprehensive understanding of consumer behavior and attitudes.
4. This research was collected over a limited period, from August 9 to 18, 2024. This may not be sufficient to capture fluctuations or changes in consumer behavior trends that could occur over a longer period of time, especially in the fast-changing beauty industry.

5.4 Suggestion

Based on the results that have been obtained, the conclusions and limitations of this study are obtained, so there are several suggestions that can be given to further research, namely:

1. It is hoped that the scope of respondents for further research can be more widespread other than in Padang City to obtain better research results than the current research.
2. It is hoped that further research can add other variables that influence attitude and usage behavior variables or other variables that can affect the relationship between variables.
3. It is hoped that further research can compare respondents who are more categorized to obtain more significant results and comparisons.
4. It is hoped that the criteria for respondents for further research can be more detailed and considered again so that they are in accordance with what is expected in the results of the study.
5. It is hoped that future researchers in analyzing attitude and usage behavior will be able to provide more detailed screening questions so as not to raise doubts in the research results.

