

## BAB V

### KESIMPULAN DAN SARAN

#### 5.1 Kesimpulan

Berdasarkan data pembahasan dan hasil analisis yang telah diuraikan pada bab sebelumnya, maka dapat disimpulkan bahwa peran dari faktor e-WOM dan *viral marketing* sebagai *marketing strategy* berperan penting pada bisnis penerbitan buku dengan beberapa faktor penting di dalamnya, seperti *consumer, social, marketing, brand, content, online, intention, information, viral, positive, network, influence, algorithm, seed, problem, diffusion, platform, negative, dan message*.

#### 5.2 Implikasi Penelitian

##### 5.2.1 Implikasi Teoritis

Penelitian ini memberikan kontribusi penambahan pada pengembangan keilmuan bidang *marketing* khususnya dalam menerapkan strategi e-WOM dan *viral marketing* sebagai *marketing strategy* pada perusahaan.

##### 5.2.2 Implikasi Praktis

Penelitian ini diharapkan dapat memberikan dukungan berupa sebuah solusi yang optimal bagi organisasi, institusi, maupun perusahaan dalam meningkatkan penjualan dengan menerapkan strategi pemasaran e-WOM dan *viral marketing* dalam era serba digital saat ini.

#### 5.3 Saran

Adapun saran yang dapat disampaikan kepada pihak yang bersangkutan dengan penelitian ini adalah sebagai berikut.

1. Bagi peneliti, sebaiknya menggunakan pendekatan penelitian kuantitatif atau menggunakan data primer dalam penelitian kualitatif untuk menelusuri penelitian e-WOM dan *viral marketing* lebih mendalam, serta memperluas objek maupun variabel penelitian.
2. Bagi perusahaan diharapkan untuk menggunakan strategi pemasaran yang dibahas dalam penelitian ini secara bijak dan terus inovatif dalam meningkatkan penjualan untuk bisnis yang berkelanjutan.

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