

## **BAB V**

### **KESIMPULAN DAN SARAN**

#### **5.1 Kesimpulan**

Berdasarkan hasil pengolahan data dan analisa penelitian mengenai “Peran Citra Merek dan Promosi Penjualan terhadap Keputusan Pembelian Sepeda Motor Yamaha”, maka penulis dapat menarik kesimpulan sebagai berikut:

1. Citra Merek berpengaruh signifikan terhadap Keputusan Pembelian Sepeda Motor Yamaha.
2. Promosi Penjualan berpengaruh signifikan terhadap Keputusan Pembelian Sepeda Motor Yamaha.

#### **5.2 Saran**

Beberapa saran yang dapat diberikan oleh peneliti untuk penelitian selanjutnya adalah sebagai berikut:

1. Untuk penelitian selanjutnya diharapkan dapat menambah atau memperbanyak faktor lain yang tidak diteliti dalam penelitian ini untuk memperkuat hasil analisis. Hal ini dikarenakan dalam penelitian ini faktor citra merek dan promosi penjualan hanya mempengaruhi keputusan pembelian sebesar 47,9%, berarti masih terdapat faktor lain yang dapat mempengaruhi keputusan pembelian.
2. Objek dan lokasi pada penelitian ini dilakukan pada Dealer Motor Yamaha CV. SJ SP KATIS di Desa Simpangkatis, dan diharapkan untuk penelitian berikutnya dapat menggunakan objek dan lokasi yang berbeda.
3. Untuk penelitian berikutnya diharapkan para peneliti dapat menggunakan teknik atau metode pengumpulan data lain yang dapat mengurangi dan mengatasi jawaban-jawaban yang tidak jujur dari responden, seperti teknik wawancara dan observasi agar mendapatkan wawasan lebih luas dan mendalam dari responden yang dikenal oleh peneliti.

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