

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

This research examined the influence of Sales Promotion, Personal Selling, and Word of Mouth toward Customer Purchase Decision. The object of this research is the companies that utilize these marketing strategies to influence customer purchasing decisions. The research collected samples through a comprehensive analysis, resulting in a thorough understanding of the relationships between these variables. The following conclusions are constructed in accordance with the results of hypothesis testing:

1. The first hypothesis ( $H_1$ ) is rejected. Sales Promotion, as a marketing strategy, has an insignificant influence towards Customer Purchase Decision. This suggests that companies that invest heavily in Sales Promotion may not necessarily experience a significant increase in customer purchases. The lack of significance may be due to the over-saturation of sales promotions in the market, making it difficult for customers to differentiate between brands.
2. The second hypothesis ( $H_2$ ) is accepted. As a marketing tactic, personal selling significantly affects the decision of customers to purchase. This indicates that companies that invest in Personal Selling are more likely to experience an increase in customer purchases. The significance of Personal

Selling may be due to its ability to build strong relationships with customers and provide personalized experiences.

3. The third hypothesis ( $H_3$ ) is accepted. Word of Mouth, as a marketing strategy, has a big impact on the decision of customers to purchase. This suggests that companies that have a strong Word of Mouth reputation are more likely to experience an increase in customer purchases. The significance of Word of Mouth may be due to its ability to build trust and credibility with customers.
4. The fourth hypothesis ( $H_4$ ) is accepted. Sales Promotion, Personal Selling, and Word of Mouth simultaneously have substantial influence upon Customer Purchase Decision. This suggests that businesses who combine these marketing techniques have a higher chance of seeing a rise in consumer sales.

In conclusion, a number of factors, such as sales promotion, personal selling, and word-of-mouth, can affect a customer's decision to buy. Customer purchasing decisions have a significant impact on businesses and the economy, making them an important topic that needs to be investigated in order to create marketing tactics that effectively influence consumer behavior. By shedding light on the ways in which sales promotion, personal selling, and word-of-mouth influence customer purchase decisions, the study's findings are expected to benefit the marketing industry.

## 5.2 Recommendation

Here's the recommendations considering the conclusion and limitation based on the data and discussion above:

### 1. Future Research

It is advised that future researchers who want to investigate or carry out this research seek for additional factors that, in addition to sales promotion, personal selling, and word-of-mouth, can affect customer purchase decisions. Since just a small number of consumers were given questionnaires, one of the study's weaknesses is that the respondents are less diversified. Future researchers can potentially broaden the study's geographic scope. Additionally, it is believed that future studies would be able to broaden the area's focus, for instance, to include all industries. Due to time, effort, and financial constraints, future researchers should also be able to expand the sample size of this study, which only included a small number of respondents. Therefore, it is anticipated that more respondents will be needed for future studies in order to better reflect the real situation..

### 2. Sales Promotion

To enhance Sales Promotion, several strategic improvements can be implemented. First, companies can refresh their sales promotion strategies by incorporating contemporary elements and personalized offers that resonate with customers. Additionally, optimizing the timing and frequency of sales promotions to encourage better customer engagement and accessibility will improve customer experiences. A more successful sales promotion plan may also result from increasing the visibility of sales promotions across a variety of platforms, including

email marketing and social media. Furthermore, introducing loyalty programs and rewards can promote customer retention and loyalty. Lastly, ensuring that sales staff training includes a focus on customer awareness will not only improve sales quality but also enhance the overall customer experience by fostering a welcoming and attentive atmosphere. These improvements can collectively elevate the overall perception of the company, making it a more attractive destination for customers.

### 3. Personal Selling

To enhance Personal Selling, a multifaceted strategy should be implemented that leverages face-to-face interactions, building relationships, and providing personalized experiences. Increasing engagement with customers through regular meetings and follow-ups can attract potential customers and build trust. Utilizing customer feedback and testimonials can build credibility and promote customer loyalty. Additionally, optimizing the sales process to improve efficiency and effectiveness will improve customer satisfaction and retention. Implementing targeted sales strategies, including account-based selling and relationship-building, can effectively reach specific demographics and encourage repeat business. Lastly, engaging in continuous sales training and development can foster a culture of excellence and drive sales growth. By integrating these strategies, companies can significantly enhance their personal selling capabilities and attract a broader audience.

### 4. Word of Mouth

To enhance Word of Mouth, the company could implement several strategic initiatives. Firstly, encouraging customers to share their positive experiences

through social media and online reviews can significantly amplify visibility. This could be achieved by creating a dedicated hashtag for the company and incentivizing customers with rewards or discounts for posting about their experiences. Secondly, fostering relationships with influencers and industry thought leaders can help tap into new audiences, as their endorsements can generate authentic buzz around the company. Furthermore, planning unforgettable occasions like product launches or community service projects can produce one-of-a-kind experiences that clients are likely to talk about and spread. Finally, focusing on exceptional customer service and personalized experiences will not only enhance customer satisfaction but also motivate them to recommend the company to friends and family. By prioritizing these strategies, companies can cultivate a positive reputation and boost word-of-mouth referrals.

#### 5. Customer Purchase Decision

A comprehensive strategy emphasizing sales promotion, personal selling, and word-of-mouth is necessary to improve customer purchase decisions. First, enhancing sales promotion through the development of a more enticing and successful sales promotion plan can have a big impact on client loyalty and satisfaction. Providing individualized offers that improve the overall customer experience, maintaining exposure, and revising the sales promotion strategy are all part of this. Furthermore, using Personal Selling techniques, like establishing rapport and offering tailored experiences, can successfully engage both new and existing clients. Emphasizing exclusive deals and distinctive experiences that the business offers can entice past clients to come back. Last but not least, urging

pleased clients to provide online evaluations and testimonies of their great experiences can increase Word of Mouth and further sway the choices of prospective clients. Businesses can boost client purchase decisions and cultivate a devoted customer base by combining these tactics.

