

BAB V

PENUTUP

A. Kesimpulan

Berdasarkan hasil penelitian yang telah dilakukan mengenai persepsi konsumen terhadap produk *skincare* halal melalui pengalaman pembelian di TikTok Shop, maka dapat disimpulkan beberapa hal penting sebagai berikut:

1. Persepsi konsumen terhadap *skincare* halal bersifat multidimensi, dipengaruhi oleh kehalalan, efektivitas, kenyamanan, serta nilai fungsional dan emosional.
2. Pengalaman berbelanja di TikTok Shop membentuk persepsi konsumen melalui aspek kemasan, pengiriman, reputasi toko, dan interaksi selama transaksi.
3. Efikasi dan kualitas produk menjadi faktor utama yang paling memengaruhi kepuasan dan loyalitas konsumen.
4. Kecocokan produk dengan jenis kulit berperan penting dalam mendorong ulasan positif dan pembelian ulang.
5. Harga terjangkau dan promosi seperti diskon dan bundling menjadi daya tarik utama yang meningkatkan pengalaman belanja.
6. Analisis menggunakan NVivo 14 menunjukkan bahwa ulasan konsumen *online* dapat menjadi sumber data penting untuk memahami perilaku konsumen secara langsung.

B. Keterbatasan Penelitian

Penelitian ini memiliki beberapa keterbatasan yang perlu diperhatikan sebagai bahan evaluasi dan pertimbangan untuk penelitian selanjutnya, antara lain:

1. Terbatas pada data sekunder, yaitu hanya memanfaatkan ulasan konsumen dari TikTok Shop tanpa melakukan wawancara mendalam, sehingga tidak mampu mengungkap lebih lanjut tentang latar belakang atau motivasi konsumen secara personal.
2. Data diambil pada jangka waktu tertentu, yaitu Februari 2025, sehingga hasil yang didapat mencerminkan keadaan dan pandangan konsumen pada saat tersebut, dan mungkin tidak memperlihatkan perubahan persepsi yang terus berkembang sepanjang waktu.
3. Studi ini hanya melibatkan tiga merek *skincare* halal yang paling terkenal, sehingga hasilnya tidak dapat digeneralisasi untuk semua produk *skincare* halal di TikTok Shop secara keseluruhan.
4. Penelitian ini hanya berfokus pada konsumen di TikTok Shop, sehingga hasil yang diperoleh mungkin tidak relevan untuk e-commerce lainnya atau platform penjualan secara offline.
5. Analisis data ulasan dilakukan dengan pendekatan kualitatif dan memiliki sifat subjektif; meskipun menggunakan perangkat lunak NVivo 14, masih terdapat kemungkinan adanya bias dari peneliti dalam penataan dan penafsiran makna dari data.

C. Saran

Berdasarkan hasil penelitian dan keterbatasan yang telah dijelaskan sebelumnya, peneliti memberikan beberapa saran yang diharapkan dapat

menjadi masukan bagi pihak-pihak terkait maupun untuk penelitian selanjutnya, sebagai berikut:

1. Bagi produsen dan penjual *skincare* halal, disarankan untuk lebih fokus pada kualitas dan efektivitas produk dalam taktik pemasaran. Konsumen sangat peduli pada hasil nyata dari penggunaan produk, sehingga kejelasan klaim manfaat dan bahan aktif menjadi sangat krusial.
2. Informasi tentang kehalalan produk harus disampaikan dengan lebih jelas, baik lewat deskripsi produk, kemasan, maupun komunikasi di platform media sosial. Sertifikasi halal yang sah dan mudah dijangkau akan meningkatkan keyakinan konsumen, terutama dari kelompok Muslim.
3. Penjual di TikTok Shop harus memaksimalkan konten personalisasi, seperti menyajikan informasi mendetail tentang kecocokan produk untuk beragam jenis kulit. Kerja sama dengan kreator yang memiliki beragam jenis kulit juga dapat meningkatkan relevansi serta kepercayaan calon konsumen.
4. Strategi promosi dan penetapan harga perlu diperbarui secara berkala, contohnya dengan memanfaatkan momen kampanye belanja, diskon tematik, pengemasan produk, serta penjualan kilat. Ini terbukti dapat menarik minat dan juga meningkatkan kepuasan pelanggan.
5. Untuk peneliti berikutnya, disarankan agar menggabungkan pendekatan kualitatif dengan metode kuantitatif atau melakukan

wawancara langsung dengan konsumen, sehingga dapat mengeksplorasi lebih dalam motivasi, persepsi emosional, dan dinamika pengalaman pembelian secara pribadi.

6. Studi lebih lanjut juga dapat memperluas jangkauan merek dan platform, serta mempertimbangkan variabel demografis konsumen seperti usia, gender, dan lokasi, agar hasil penelitian lebih berlaku dan sesuai untuk pasar yang lebih besar.



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