

## **CHAPTER VI**

### **CLOSING**

#### **4.1. Conclusion**

According to the research that has been held by the author regarding The Mediating Effect Of QRIS On The Relation Between Digital Marketing And Product Innovation On Business Performance (Study on Batik Business in Yogyakarta), the conclusions that can be drawn are as follows:

1. The results of the hypothesis are that there is a significant and positive influence between digital marketing on the use of QRIS in Yogyakarta Batik UMKM.
2. The results of the hypothesis are that there is a significant and positive influence between Product Innovation on the use of QRIS in Yogyakarta Batik UMKM.
3. The results of the hypothesis are that there is a significant and positive influence between digital marketing on business performance in Yogyakarta Batik UMKM.
4. The results of the hypothesis are that there is a significant and positive influence between Product Innovation on business performance at Yogyakarta Batik UMKM.
5. The results of the hypothesis are that there is a significant and positive influence between the use of QRIS on business performance at Yogyakarta Batik UMKM.

6. The results of the hypothesis are that the use of QRIS is able to mediate the relationship between digital marketing and business performance at Yogyakarta Batik UMKM.
7. The results of the hypothesis are that the use of QRIS is able to mediate the relationship between Product Innovation and business performance at Yogyakarta Batik UMKM.

#### **4.2 Suggestions**

From the detailed analysis of the mediating role of QRIS in the relationship between Digital Marketing, Product Innovation, and Business Performance in Yogyakarta's Batik MSMEs, several suggestions from author most likely would enhance MSMEs' performance and sustainability. Furthermore, suggestions for future research are appreciated for deeper understanding of this study.

1. Digital Marketing has successfully shown a good performance. However, regarding the seventh indicator called "By using digital marketing, I can reduce promotional costs", got the lowest score. Thus, we are suggesting the MSMEs to reallocate their budget for promotional costs, to other thing, preferably a customer service which has the biggest score (DM6)
2. Product Innovation has successfully shown a good performance. However, regarding the second indicator called "My batik products have their own characteristics", got the lowest score. Thus, we are suggesting the MSMEs to brainstorm new ideas about innovation in the characteristics of their products to make the customers easily recognized the MSME from its goods.

3. The Use of QRIS has successfully shown a good performance. However, regarding the third indicator called “The majority of our customers use QRIS”, got the lowest score. Thus, we are suggesting for the SMEs to increase their knowledge about digital payment and share it with the customers, we also hope that our study can be useful for the MSMEs’ understanding.
4. Business Performance has successfully shown a good performance. However, regarding the second indicator called “My business capital increases every year”, got the lowest score. Thus, we are suggesting the MSMEs to utilize more on their digital marketing to gain more revenue which could be used for their yearly capital.