

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1. Conclusion**

In the context of heavy equipment sales at UT Padang, this research shows a number of key findings regarding the relationship between the variables studied. First, there is no significant relationship between Dynamic Marketing Capabilities (DCM) and Implementation of Government Regulations (IGR) at UT Padang. Likewise, there is no significant relationship between DCM and Regional Economic Trends (RET) in UT Padang. Furthermore, there is no significant relationship between DCM and Sales Performance (SP) at UT Padang. Likewise, there is no significant relationship between Implementation of Government Regulations (IGR) and SP, as well as RET and SP in UT Padang. However, there is a significant relationship between Service Innovation Capabilities (SIC) and Implementation of Government Regulations (IGR) at UT Padang. In contrast, there was no significant relationship between SIC and RET at UT Padang. However, there is a significant relationship between SIC and SP in UT Padang. Overall, this research shows that factors such as dynamic marketing capabilities, implementation of government regulations, and regional economic trends are not significantly correlated with heavy equipment sales performance in UT Padang. Likewise, there was no significant relationship between the combination of DCM, IGR, and SP, nor SIC, IGR, and SP in the same context. These findings provide important insights for heavy equipment companies to direct their strategies in optimizing sales performance in specific market environments.

Overall, the Total Effect analysis strengthens the strong influence of Dynamic Marketing Capabilities (DMC) on Sales Performance (SP), both directly and through

indirect channels in the model. In the context of DMC implementation at PT United Tractor Padang Branch, specific strategies such as the utilization of KOMTRAX application technology and the OTIF (On Time In Full) program, which consists of OTIF Mechanic, OTIF Parts, and OTIF Mechanic, contributed to the positive impact observed on sales performance. This strategy reflects the organization's commitment to dynamic marketing practices, which encourage adaptability and innovation to improve overall sales performance. In the context of implementing Service Innovation Capabilities (SIC) at PT United Tractor Padang Branch, strategies such as Minang Mining Menang, The Mood & Character Sales Attack, and others contributed to the positive impact observed on sales performance. These findings emphasize the importance of developing Service Innovation Capabilities, implementing tailored strategies, and fostering a culture of innovation to successfully navigate the dynamic and competitive market landscape.

## **5.2. Recommendation**

In order to develop academic knowledge, it is recommended to continue research with a more in-depth approach regarding the role of mediating variables, such as Regional Economic Trends and Implementation of Government Regulations, in the dynamics between Dynamic Marketing Capabilities and Service Innovation Capabilities. Further research could involve mixed methodology, combining qualitative and quantitative approaches, to gain a more holistic understanding. Additionally, developing or expanding the conceptual framework to include external factors that moderate the relationship can strengthen the theoretical basis of the research.

From a practical perspective, companies may consider an in-depth evaluation of their marketing strategies, illustrating adaptation to changing regional economic conditions. A better understanding of government regulations that influence service

innovation can help companies mitigate risks and maximize innovation potential.

Collaboration between sectors is also proposed as a practical strategy, especially in dealing with the impact of government regulations. Additionally, companies need to consider rapid adaptation to economic changes to ensure their continued competitiveness. The practical implication is that companies need to prioritize adaptability and innovation in their marketing strategies to achieve optimal sales results. This research provides an in-depth understanding of these dynamics in the context of PT United Tractor Padang Branch.

By combining these academic and practical suggestions, it is hoped that research can provide a more substantial contribution to the theoretical understanding and practical application of the relationship between Dynamic Marketing Capabilities and Service Innovation Capabilities.