

BAB 5

SIMPULAN DAN SARAN

Dengan melihat hasil yang telah didapatkan dari pengolahan data serta pembahasan mengenai hipotesis pada Bab 4, serta permasalahan yang telah di ungkapkan pada Bab 2, maka bab 5 penulis akan membahas tentang kesimpulan, saran, dan rekomendasi untuk toko H&M di Surabaya, serta untuk penelitian selanjutnya.

5.1 Simpulan

Dengan mengacu pada hasil yang telah dilakukan serta pembahasan pada Bab 4, hasil penelitian yang telah dilakukan ini dapat disimpulkan bahwa :

1. *Store attributes* ditemukan memiliki pengaruh yang positif terhadap membentuk sebuah *store satisfaction* di H&M Surabaya., sehingga hipotesis pertama diterima. Hal ini membuktikan bahwa, dengan membaiknya persepsi konsumen akan *store attributes* maka *store satisfaction* pada H&M di Surabaya akan meningkat.
2. *Store image* ditemukan memiliki pengaruh yang positif terhadap *store satisfaction* di H&M Surabaya, sehingga hipotesis kedua diterima. Hal ini membuktikan bahwa, dengan membaiknya persepsi konsumen terhadap *store image*, maka *store satisfaction* pada H&M di Surabaya akan meningkat.
3. *Shopping trip type* ditemukan memiliki pengaruh yang positif terhadap *store attributes* dalam membentuk sebuah *store satisfaction* di H&M Surabaya, sehingga hipotesis penelitian yang ke tiga dapat diterima. Hal ini membuktikan bahwa, *shopping trip type* terbukti mampu memoderasi pengaruh *store attributes* terhadap *store satisfaction* pada toko H&M di Surabaya.

5.2 Keterbatasan

Dalam penelitian ini terdapat beberapa keterbatasan penelitian, antara lain sebagai berikut :

1. Penelitian ini hanya dilakukan di satu wilayah dari toko H&M, yaitu adalah di Surabaya. Sedangkan masih banyak toko H&M yang tersebar di berbagai wilayah di Indonesia.
2. Faktor-faktor yang mempengaruhi *store satisfaction* dalam penelitian ini hanya terdapat tiga variabel, yaitu *store attributes*, *store image*, dan *shopping trip type*. Sedangkan masih banyak faktor lain yang mempengaruhi *store satisfaction*.

5.3 Saran

Berdasarkan hasil penelitian yang telah didapat, maka dapat diberikan beberapa saran yang dapat menjadi bahan pertimbangan :

1. Saran Akademis

Adapun saran akademis yang ingin diberikan peneliti dalam penelitian ini adalah sebagai berikut :

- 1) Diharapkan dalam penelitian selanjutnya dapat meneliti variabel-variabel lain yang dapat memberikan pengaruh terhadap *store satisfaction* seperti *consumer confidence*, *attitude*, pengalaman dan lain sebagainya
- 2) Dapat dipertimbangkan untuk penelitian berikutnya dapat menggunakan model penelitian yang telah digunakan dalam penelitian ini, serta menggunakan indikator dalam penelitian ini, akan tetapi dapat menggunakan obyek penelitian yang berbeda seperti pesaing perusahaan lain, ataupun pada perusahaan bidang lainnya.

2. Saran Praktis

1. Manajemen H&M di Surabaya hendaknya terus meningkatkan *store attributes*, terutama adalah dalam menambah cabang untuk

toko H&M di Surabaya lebih lagi. Karena diketahui bahwa berdasarkan statistik deskriptif variabel *store attributes*, *mean* terendah adalah 3,37 dengan indikator yang menyatakan bahwa “Lokasi toko H&M di Surabaya mudah dijangkau”. Hal ini berarti masih ada konsumen yang merasa bahwa lokasi H&M masih sulit dijangkau bagi mereka.

2. Manajemen H&M di Surabaya hendaknya dapat terus meningkatkan *store image*, terutama adalah dalam memperbaiki dekorasi interior pada toko H&M di Surabaya, baik dalam hal mengatur produk di display, memperhatikan pencahayaan yang terdapat didalam toko, selalu menjaga kebersihan, dan lain sebagainya. Hal ini dapat membuat konsumen lebih nyaman dan dapat bertahan lebih lama pada saat berbelanja produk H&M di dalam toko.
3. Manajemen H&M di Surabaya hendaknya dapat terus meningkatkan *store satisfaction*, terutama adalah dalam membuat lebih banyak lagi promosi. Hal ini dapat membuat konsumen akan sering berbelanja pada toko H&M di Surabaya dan dapat meningkatkan penjualan pada toko.

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