

BAB 6

KESIMPULAN

6.1. Kesimpulan

Studi dalam disertasi ini meliputi pengaruh *awareness*, *risk perception*, *trust*, *acceptability*, *affordability*, *accessibility*, dan *purchase intention*. Dari hasil studi yang dilakukan, dapat disimpulkan beberapa hal penting sebagai berikut:

6.1.1. Kesimpulan Teoritis

Berikut kesimpulan teoritis yang dapat ditarik dari penelitian yang dilakukan ini, yaitu:

1. Semakin tinggi *awareness* dari calon pelanggan terhadap informasi yang disampaikan oleh The Body Shop maka *risk perception* calon pelanggan akan semakin rendah. Hal ini juga menandakan bahwa hipotesis pertama yang menyatakan bahwa *awareness* berpengaruh signifikan terhadap *risk perception* pada calon pelanggan The Body Shop dapat diterima.
2. Semakin rendah *risk perception* dari calon pelanggan terhadap informasi yang disampaikan oleh The Body Shop maka *trust* calon pelanggan akan semakin tinggi. Hal ini juga menandakan bahwa hipotesis kedua yang menyatakan bahwa *risk perception* berpengaruh signifikan terhadap *trust* pada calon pelanggan The Body Shop dapat diterima.
3. Semakin rendah *risk perception* dari calon pelanggan terhadap informasi yang disampaikan oleh The Body Shop maka *acceptability* calon

pelanggan akan semakin tinggi. Hal ini juga menandakan bahwa hipotesis ketiga yang menyatakan bahwa *risk perception* berpengaruh signifikan terhadap *acceptability* pada calon pelanggan The Body Shop dapat diterima.

4. Semakin rendah *risk perception* dari calon pelanggan terhadap informasi yang disampaikan oleh The Body Shop maka *affordability* calon pelanggan akan semakin tinggi. Hal ini juga menandakan bahwa hipotesis keempat yang menyatakan bahwa *risk perception* berpengaruh signifikan terhadap *affordability* pada calon pelanggan The Body Shop dapat diterima.
5. Semakin rendah *risk perception* dari calon pelanggan terhadap informasi yang disampaikan oleh The Body Shop maka *accessibility* calon pelanggan akan semakin tinggi. Hal ini juga menandakan bahwa hipotesis kelima yang menyatakan bahwa *risk perception* berpengaruh signifikan terhadap *accessibility* pada calon pelanggan The Body Shop dapat diterima.
6. Semakin tinggi *trust* dari calon pelanggan terhadap produk The Body Shop maka *purchase intention* calon pelanggan akan semakin tinggi. Hal ini juga menandakan bahwa hipotesis keenam yang menyatakan bahwa *trust* berpengaruh signifikan terhadap *purchase intention* pada calon pelanggan The Body Shop dapat diterima.
7. Semakin tinggi *acceptability* dari calon pelanggan terhadap produk The Body Shop maka *purchase intention* calon pelanggan akan semakin tinggi. Hal ini juga menandakan bahwa hipotesis ketujuh yang

menyatakan bahwa *acceptability* berpengaruh signifikan terhadap *purchase intention* pada calon pelanggan The Body Shop dapat diterima.

8. Tidak selalu ketika *affordability* tinggi akan disertai dengan *purchase intention* yang tinggi juga dan tidak selalu ketika *affordability* rendah akan disertai dengan *purchase intention* yang rendah pula. Hal ini menandakan bahwa hipotesis kedelapan yang menyatakan bahwa *affordability* berpengaruh signifikan terhadap *purchase intention* pada calon pelanggan The Body Shop tidak dapat diterima.
9. Tidak selalu ketika *accessibility* tinggi akan disertai dengan *purchase intention* yang tinggi juga dan tidak selalu ketika *accessibility* rendah akan disertai dengan *purchase intention* yang rendah pula. Hal ini menandakan bahwa hipotesis kesembilan yang menyatakan bahwa *accessibility* berpengaruh signifikan terhadap *purchase intention* pada calon pelanggan The Body Shop tidak dapat diterima.

6.1.2. Kesimpulan Integratif

The Body Shop sebagai perusahaan produk kecantikan internasional yang mengusung tema kepedulian lingkungan sudah mampu diterima oleh masyarakat Indonesia melalui penyampaian informasi yang konsisten oleh The Body Shop. Dalam studi ini dibuktikan bahwa penyerapan informasi yang disampaikan dengan baik (*awareness*) oleh calon pelanggan menjadi variabel penentu kinerja pemasaran dan berperan penting dalam menciptakan minat calon pelanggan untuk melakukan pembelian (*purchase intention*) terhadap produk The Body Shop yang ditawarkan. Hasil studi ini merupakan kajian teori manajemen pemasaran dalam

hal melakukan konfirmasi analisis fundamental, yaitu pengaruh *awareness* terhadap *purchase intention*. Hasil studi ini menunjukkan bahwa *awareness* dapat memengaruhi *purchase intention* melalui *risk perception* dan *trust* serta *risk perception* dan *acceptability*. Sedangkan *affordability* dan *accessibility* tidak cukup untuk dapat membuat *awareness* dapat memengaruhi *purchase intention*. Hasil studi ini menunjukkan bahwa *awareness* dapat memengaruhi *purchase intention* melalui *risk perception* dan *trust* serta *risk perception* dan *acceptability*. Sedangkan *affordability* dan *accessibility* tidak cukup untuk dapat membuat *awareness* dapat memengaruhi *purchase intention*. Hasil studi ini juga turut menunjukkan bahwa koefisien jalur yang dominan (estimasi paling tinggi) terletak pada jalur *awareness* dapat memengaruhi *purchase intention* melalui *risk perception* dan *trust*. Informasi yang disampaikan oleh The Body Shop mampu membuat masyarakat akrab dengan produk dan merek The Body Shop. Keakraban yang tercipta ini membuat risiko calon pelanggan terhadap produk yang ditawarkan menjadi semakin berkurang dan mampu membangun kepercayaan (*trust*) dari calon pelanggan. Hal ini dapat terjadi karena masyarakat Indonesia khususnya Surabaya sudah semakin jeli di dalam memilih produk kecantikan yang benar-benar berkualitas, sehingga pertimbangan risiko dan pembentukan kepercayaan (*trust*) sangat diperhatikan.

6.2. Saran Kebijakan Manajemen

Berdasar hasil studi, saran yang dapat dijadikan sebagai bahan pertimbangan kebijakan manajemen sebagai berikut:

1. Mengingat The Body Shop menawarkan produk kecantikan yang mengusung tema kepedulian lingkungan maka The Body Shop harus dapat mendesain penyampaian informasi yang baik sehingga makna atau pesan dari informasi mudah diterima oleh calon pelanggan.
2. Informasi yang mudah diterima oleh calon pelanggan akan memungkinkan *risk perception* dari calon pelanggan berkurang. Risiko merupakan elemen yang penting karena setiap calon pelanggan yang hendak melakukan pembelian akan lebih mementingkan risiko dibandingkan utilitas produk, apalagi produk yang ditawarkan The Body Shop adalah produk kecantikan yang dapat menjadi produk sensitif bagi setiap orang.
3. Dengan informasi yang mudah ditangkap makna atau pesannya akan mempermudah The Body Shop membangun kepercayaan (*trust*) dari calon pelanggan. Kepercayaan ini diperlukan oleh setiap calon pelanggan karena di dalam transaksi yang terjadi, kepercayaan dapat menjadi mendukung terjadinya keputusan pembelian.

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