

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan dari hasil pembahasan, simpulan dalam penelitian ini adalah sebagai berikut:

1. *Merchandise Assortment* memiliki pengaruh terhadap *Customer Satisfaction* pada Transmart Carrefour Rungkut Surabaya. Hal tersebut membuktikan bahwa pengaruh *Merchandise Assortment* dapat meningkatkan *Customer Satisfaction* pada pelanggan Transmart Rungkut Surabaya.
2. *Internal Shop Environment* memiliki pengaruh terhadap *Customer Satisfaction* Transmart Carrefour Rungkut Surabaya. Hal tersebut membuktikan bahwa *Internal Shop Environment* dapat meningkatkan *Customer Satisfaction* pada pelanggan Transmart Rungkut Surabaya.
3. *Interaction with Staff* memiliki pengaruh terhadap *Customer Satisfaction* Transmart Carrefour Rungkut Surabaya. Hal tersebut membuktikan bahwa *Interaction with Staff* dapat meningkatkan *Customer Satisfaction* pada pelanggan Transmart Rungkut Surabaya.
4. *Customer Satisfaction* memiliki berpengaruh terhadap *Intention to Repatronage* Transmart Carrefour Rungkut Surabaya. Hal tersebut membuktikan bahwa pengaruh *Customer Satisfaction*

mempengaruhi *Intention to Repatronage* pada pelanggan Transmart Rungkut Surabaya.

5. *Customer Satisfaction* memediasi *Merchandise Assortment* terhadap *Intention to Repratonage* pada Transmart Carrefour Rungkut Surabaya. Hal tersebut membuktikan bahwa *Customer Satisfaction* dapat memediasi *Merchandise Assortment* terhadap *Intention to Repratonage* pada pelanggan Transmart Carrefour Rungkut Surabaya.
6. *Customer Satisfaction* memediasi *Internal Shop Environment* terhadap *Intention to Repratonage* pada Transmart Carrefour Rungkut Surabaya. Hal tersebut membuktikan bahwa *Customer Satisfaction* dapat memediasi *Internal Shop Environment* terhadap *Intention to Repratonage* pada pelanggan Transmart Carrefour Rungkut Surabaya.
7. *Customer Satisfaction* memediasi *Interaction with Staff* terhadap *Intention to Repratonage* pada Transmart Carrefour Rungkut Surabaya. Hal tersebut membuktikan bahwa *Customer Satisfaction* dapat memediasi *Interaction with Staff* terhadap *Intention to Repratonage* pada pelanggan Transmart Carrefour Rungkut Surabaya.

5.2 Saran

Berdasarkan penelitian yang dilakukan, maka dapat diberikan beberapa rekomendasi berupa saran-saran yang dapat menjadi bahan pertimbangan bagi pihak Manajemen Transmart Carrefour Rungkut Surabaya.

5.2.1 Saran Praktis

Bagi para peneliti berikutnya yang akan menggunakan variabel yang sama untuk dapat mempertimbangkan variabel-variabel lainnya yang berkaitan dengan upaya meningkatkan *Intention to Repratonage* misalnya *Customer In-Shop Emotions* atau *Interaction with Other Customers*.

1.2.2 Saran Akademis

Berdasarkan penelitian yang dilakukan variabel *Interaction with Staff* memainkan peran yang dominan dalam membentuk *Customer Satisfaction*, maka dapat diberikan beberapa rekomendasi berupa saran yang dapat menjadi bahan pertimbangan bagi manajer Transmart Carrefour Rungkut Surabaya.

Pada variabel *Interaction with Staff*, nilai rata-rata jawaban responden yang tertinggi adalah indikator “Karyawan Transmart Carrefour Rungkut Surabaya bersedia membantu konsumen”. Untuk itu saran yang dianjurkan pada manajer Transmart Carrefour Rungkut Surabaya adalah memberikan pelatihan komunikasi dan layanan terhadap karyawan secara berkala.

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