

BAB 5

PENUTUP

5.1. Kesimpulan

Berdasarkan hasil pengolahan data dan pembahasan yang telah dilakukan pada bab sebelumnya, maka kesimpulan yang diperoleh dalam penelitian ini adalah sebagai berikut:

1. Terdapat pengaruh positif dan signifikan *self-esteem* terhadap *impulse buying* Uniqlo Tunjungan Plaza. Hal ini berarti hipotesis pertama dalam penelitian ini diterima.
2. Terdapat pengaruh positif dan signifikan *impulsivity* terhadap *impulse buying* Uniqlo Tunjungan Plaza. Hal ini berarti hipotesis kedua dalam penelitian ini diterima
3. Terdapat pengaruh positif dan signifikan *Tv/Media* terhadap *impulse buying* Uniqlo Tunjungan Plaza. Hal ini berarti hipotesis ketiga dalam penelitian ini diterima
4. Terdapat pengaruh positif dan signifikan *social desirability* terhadap *impulse buying* Uniqlo Tunjungan Plaza. Hal ini berarti hipotesis keempat dalam penelitian ini diterima

5.2. Saran

Adapun yang menjadi saran dalam penelitian ini adalah sebagai berikut:

1. Untuk memenuhi kebutuhan *self esteem* yang ada pada konsumen hendaknya perusahaan memperhatikan agar produk yang dijual di toko selalu memberikan yang terbaik dan dapat memenuhi keinginan

konsumen, dan juga memberi layanan yang baik menghargai konsumen

2. Untuk meningkatkan *impulsivity* konsumen hendaknya perusahaan menyediakan produk-produk yang menarik sehingga menarik minat konsumen dalam melakukan pembelian
3. Untuk meningkatkan TV/Media hendaknya perusahaan melakukan promosi dengan menjadi sponsor suatu acara program televisi.
4. Untuk memenuhi keinginan *social desirability* hendaknya perusahaan memperhatikan produk-produk yang dijual agar dapat membangun citra diri konsumen, sehingga dapat di terima di lingkungannya

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