

BAB V

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan pada hasil pengujian hipotesis penelitian dan pembahasan, simpulan penelitian ini adalah sebagai berikut:

1. *Self-Congruity* terbukti memiliki pengaruh positif terhadap *attitude towards retailer* pada konsumen Gramedia di Surabaya. Jadi hipotesis pertama yang menyatakan bahwa *self-congruity* berpengaruh pada *attitude towards retailer* Gramedia di Surabaya diterima.
2. *Retail Awareness* terbukti memiliki pengaruh positif terhadap *attitude towards retailer* pada konsumen Gramedia di Surabaya. Jadi hipotesis kedua yang menyatakan bahwa *retail awareness* berpengaruh pada *attitude towards retailer* Gramedia di Surabaya diterima.
3. *Retail association* terbukti memiliki pengaruh positif terhadap *attitude towards retailer* pada konsumen Gramedia di Surabaya. Jadi hipotesis ketiga yang menyatakan bahwa *retail association* berpengaruh pada *attitude towards retailer* Gramedia di Surabaya diterima.
4. *Retail Perceived Quality* terbukti memiliki pengaruh positif terhadap *attitude towards retailer* pada konsumen Gramedia di Surabaya. Jadi hipotesis keempat yang menyatakan bahwa *self-congruity* berpengaruh pada *attitude towards retailer* Gramedia di Surabaya diterima.
5. *Attitude towards retailer* terbukti memiliki pengaruh positif terhadap *purchase intention* pada konsumen Gramedia di Surabaya. Jadi, hipotesis kelima yang menyatakan bahwa *attitude towards retailer* berpengaruh terhadap *purchase intention* Gramedia diterima.

5.2. Saran

Berdasarkan pada kesimpulan yang ada, maka penulis dapat memberikan saran-saran sebagai berikut:

5.2.1 Saran Akademik

Penelitian ini dapat memberikan informasi tentang hubungan antar *self-congruity*, *retailer awareness*, *retailer association*, *retailer perceived quality* dan *attitude toward retailer* terhadap *purchase intention* di Gramedia Surabaya. Studi ini juga berkontribusi pada pengembangan literatur penelitian tentang dampak *self-congruity* terhadap *purchase intention* yang memberikan peluang bagi peneliti lain untuk melakukan penelitian lebih lanjut di Gramedia lainnya. Subjek penelitian ini terbatas pada orang yang tinggal di Surabaya. Peneliti lain yang ingin melakukan penelitian lebih lanjut tentang dampak *self-congruity*, *retailer awareness*, *retailer association*, *retailer perceived quality* dan *attitude toward retailer* terhadap *purchase intention* pelanggan dapat memperluas skala penelitian atau melakukan penelitian di bidang bisnis lainnya.

5.2.2 Saran Praktis

1. Mengingat *self-congruity* berpengaruh positif dan signifikan terhadap *purchase intention* maka pihak Gramedia Tunjungan Plaza Surabaya harus meningkatkan kualitas produk yang dipasarkan agar lebih menarik minat pelanggan untuk membeli produk di Gramedia.
2. Mengingat *retailer awareness* berpengaruh positif dan signifikan terhadap *purchase intention* maka sebaiknya Gramedia Tunjungan Plaza Surabaya harus meningkatkan kreatifitas dalam menata tiap produk yang di jual sehingga membuat konsumen tertarik untuk masuk dan berbelanja di Gramedia.
3. Mengingat *retailer association* berpengaruh positif dan signifikan terhadap *purchase intention* maka pihak gramedia harus meninggalkan kesan tersendiri kepada para konsumen agar dikemudian hari bisa semakin banyak orang yang datang untuk berbelanja di Gramedia Tunjungan Plaza Surabaya.
4. Mengingat *retailer perceived quality* berpengaruh positif dan signifikan terhadap *purchase intention* maka, Gramedia harus lebih sering lagi

melakukan promosi dengan berbagai cara sehingga menarik minat konsumen untuk berbelanja di Gramedia Tunjungan Plaza Surabaya.

5. Mengingat *attitude towards retailer* berpengaruh positif dan signifikan terhadap *purchase intention* maka pihak Gramedia harus meningkatkan keramahan pihak karyawan yang bekerja dalam melayani konsumen yang datang, sehingga konsumen merasa nyaman saat berbelanja di gramedia dengan pelayanan dan kualitas yang baik.

DAFTAR PUSTAKA

- Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. *Journal of marketing research*, 36(1), 45-57.
- Adji, J. (2014). Pengaruh Satisfaction dan Trust Terhadap Minat Pembelian di Starbucks The Square Surabaya. *Jurnal Strategi Pemasaran*, 2(1), 1-10.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Arnett, D. B., German, S. D., & Hunt, S. D. (2003). The identity salience model of relationship marketing success: The case of nonprofit marketing. *Journal of marketing*, 67(2), 89-105.
- Baker, R. W. (2012). *Membrane technology and applications*. John Wiley & Sons.
- Bagozzi, R. P., & Warshaw, P. R. (1990). Trying to consume. *Journal of consumer research*, 17(2), 127-140.
- Brown, C. L., & Carpenter, G. S. (2000). Why is the trivial important? A reasons-based account for the effects of trivial attributes on choice. *Journal of Consumer Research*, 26(4), 372-385.
- Das, Gopal. (2014). Linkages of Retailer Awareness, Retailer Association, Retailer Perceived Quality and Retailer Loyalty with Purchase Intention: A Study of Indian Food Retail, *Journal of Retailing and Consumer Services*, 21: 284-292.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 28(3), 307-319.
- Durianto, D. (2001). *Strategi Menaklukan Pasar*. PT. Gramedia Pustaka Utama. Jakarta.
- Djaali, H. (2008). Psikologi pendidikan. *Jakarta: Bumi Aksara*, 138.

- Ekowati, Titin. (2008), Fenomena Variety Seeking: Tantangan Menarik Bagi Pemasar, *Jurnal Manajemen dan Bisnis*, pp.1-14.
- Elviyanti, R. (2013), Pengaruh Brand Association dan Perceived Quality terhadap Loyalitas Pelanggan Biore Body Foam pada Mahasiswi Universitas Negeri Padang, *Jurnal Manajemen*, Vol. 2, No. 2(2013).
- Ferdinand, Augusty. (2006). *Metode Penelitian Manajemen*. Edisi 2. Semarang : Badan Penerbit Universitas Diponegoro.
- Finlay, L. (2002). Negotiating the swamp: the opportunity and challenge of reflexivity in research practice. *Qualitative research*, 2(2), 209-230.
- Garretson, J. A., Fisher, D., & Burton, S. (2002). Antecedents of private label attitude and national brand promotion attitude: similarities and differences. *Journal of Retailing*, 78(2), 91-99.
- Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of marketing*, 62(2), 46-59.
- Gui, M. W., Bolton, M. D., Garnier, J., Corte, J. F., Bagge, G., Laue, J., & Renzi, R. (1998, September). Guidelines for cone penetration tests in sand. In *Centrifuge* (Vol. 98, pp. 155-160).
- Ghozali., dan Fuad. (2005). *Structural Equation Modeling*, Semarang: Badan Penerbit Universitas Diponegoro.
- Johar, J. S., & Sirgy, M. J. (1991). Value-expressive versus utilitarian advertising appeals: When and why to use which appeal. *Journal of advertising*, 20(3), 23-33.
- Johar, J. S., & Sirgy, M. J. (1989). Positioning models in marketing: toward a normative-integrated model. *Journal of Business and Psychology*, 3(4), 475-485.
- Harsono, A. (2000). Journalists' use of the internet bubbled up from underground. *Nieman Reports*, 54(4), 74.

- Hartman, K. B., & Spiro, R. L. (2005). Recapturing store image in customer-based store equity: a construct conceptualization. *Journal of Business research*, 58(8), 1112-1120.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Tatham, R. L., (1995), *Multivariate Data Analysis With Reading, Sixth Edition*, Pearson Prentice Hall.
- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003), "Customer Repurchase Intention. A General Structural Equation Model", *European Journal of Marketing* , Vol. 37 No. 11/12, pp. 1762-1800.
- Hoyer, W. D., & Brown, S. P. (1990). Effects of brand awareness on choice for a common, repeat-purchase product. *Journal of consumer research*, 17(2), 141-148.
- Hoch, S. J., & Banerji, S. (1993). When do private labels succeed?. *MIT Sloan Management Review*, 34(4), 57.
- Hoch, S. J., & Banerji, S. (1993). When do private labels succeed?. *MIT Sloan Management Review*, 34(4), 57.
- Jinfeng, W., Zhilong, T. (2009). The Impact of Selected Store Image Dimensions on Retailer Equity: Evidence from 10 Chinese Hypermarkets, *Journal of Retailing and Consumer Services* 16: 486-494.
- Keller, K.L. (1993). Conceptualizing, measuring and managing customer-based brand equity. *J. Marketing* 57 (1),1-22.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing*, 57(1), 1-22.
- Keller, K.L. (1998). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, first ed.* Prentice Hall, Upper Saddle River, NJ.
- Krisno, D., Samuel, H. (2013), Pengaruh Perceived Quality, Perceived Sacrifice dan Perceived Value terhadap Customer Satisfaction di Informa Innovative Furnishing Pakuwon City Surabaya, *Jurnal Manajemen Pemasaran Petra*, Vol. 1: No. 1 (2013)1-12.
- Kim, J. S., Park, Y. H., Kim, S. M., Choi, J. C., & Park, H. L. (2005). Temperature-dependent emission spectra of M₂SiO₄: Eu²⁺ (M= Ca, Sr, Ba)
- Kinney, T. C., & Taylor, J. R. (2003). Riset Pemasaran. *Jakarta: Erlangga*.

- Kotler, P., & Keller, K. (1956). L.(2009). *Marketing management*, 13.
- Kotler, P., Bowen, J., & Makens, J. (1999). Marketing for tourism and hospitality.
- Kumar, N., Scheer, L., & Kotler, P. (2000). From market driven to market driving. *European management journal*, 18(2), 129-142.
- Levy, M., Weitz, B. A., & Grewal, D. (1998). *Retailing management*. New York, NY: Irwin/McGraw-Hill.
- Loudon David, L., & Della, B. A. J. (1993). Consumer Behavior. *McGraw USA*.
- Lianto, S., Fraindy, S. (2017). Pengaruh effort expectancy, performance expectancy, self-efficacy online shopping terhadap repurchase intention di MatahariMall.com melalui kepuasan konsumen sebagai mediator. *Undergraduate thesis*, Widya Mandala Catholic University Surabaya.
- Littell, R. C., Milliken, G. A., Stroup, W. W., Wolfinger, R. D., & Oliver, S. (2006). *SAS for mixed models*. SAS publishing.
- Ningtyastuti, R. (2009). Pengaruh Kualitas Jasa, Kepuasan dan Kepercayaan Terhadap Kesetiaan Pelanggan CDMA Esia, *Skripsi Tidak Dipublikasikan*, Jakarta: UniversitasIndonesia.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of retailing*, 64(1), 12.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2006). Consumer-based brand equity and country-of-origin relationships: some empirical evidence. *European Journal of marketing*, 40(5/6), 696-717.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of retailing*, 64(1), 12.
- phosphors for green and greenish white LEDs. *Solid state communications*, 133(7), 445-448.
- Rabie, S., Aboul-Magd, O., & Mohan, D. (2013). *U.S. Patent No. 8,422,500*. Washington, DC: U.S. Patent and Trademark Office.

- Richardson, A. E. (2001). Prospects for using soil microorganisms to improve the acquisition of phosphorus by plants. *Functional Plant Biology*, 28(9), 897-906.
- Romaniuk, J., & Gaillard, E. (2007). The relationship between unique brand associations, brand usage and brand performance: analysis across eight categories. *Journal of Marketing Management*, 23(3-4), 267-284.
- Sarwono, S. W., & Meinarno, E. A. (2009). Psikologi sosial. *Jakarta: Salemba Humanika*, 77.
- Setyawan, A. A., & Ihwan, S. (2004). Pengaruh service quality perception terhadap purchase intentions: Studi empirik pada konsumen supermarket. *Usahawan*, 33(7), 37-39.
- Schiffman, L. G., & Kanuk, L. L. (2004). *Nákupní chování*. Computer press.
- Schiffman, Leon G. dan Leslie L. Kanuk. (2000). *Consumer Behavior: Fifth Edition*. New Jersey. Prentice-Hall Inc.
- Scattone, G. (1995). J. Rachels sull'uccidere e il lasciar morire. *BIOETICA*.
- Sugiyono. (1999). *Metode Penelitian Bisnis*, Bandung: CV. Alberta
- Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J. O., Chon, K. S., Claiborne, C. B., ... & Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Journal of the academy of marketing science*, 25(3), 229.
- Sirgy, M. J. (1986). *Self-congruity: Toward a theory of personality and cybernetics*. Praeger Publishers/Greenwood Publishing Group.
- Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*, 38(4), 340-352.

- Teng, L., Laroche, M., & Zhu, H. (2007). The effects of multiple-ads and multiple-brands on consumer attitude and purchase behavior. *Journal of Consumer Marketing*, 24(1), 27-35.
- Venter, K., Van der Merwe, D., De Beer, H., Kempen, E., & Bosman, M. (2011). Consumers' perceptions of food packaging: an exploratory investigation in Potchefstroom, South Africa. *International Journal of Consumer Studies*, 35(3), 273-281.
- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of business research*, 52(1), 1-14.