

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Overall of this study objective is to observe the relationship among variables which are store display, store lighting and positive emotion at Zara store in Surabaya. This research are done in Surabaya by distributing questionnaire as many as 140. And all the respondents are fulfilling the required criteria.

Based on the research result and statistical tests conducted in Chapter 4, it can be concluded that from the main 5 (five) hypotheses developed, all of the hypotheses are accepted. These are the following explanations of each reserach result:

1. Store display has positive effect on positive emotion in Zara store Surabaya.
2. Store lighting has positive effect on positive emotion in Zara store Surabaya.
3. Positive emotion has positive effect on purchase intention in Zara store Surabaya.
4. Store display has positive effect on purchase intention with positive emotion as mediation in Zara store Surabaya.
5. Store lighting has positive effect on purchase intention with positive emotion as mediation in Zara store Surabaya.

#### **5.2 Suggestion**

##### **5.2.1 Theoretical Suggestion**

Result of this research can be used as reference for others who do similar study especially about concept or theory which Analyze the Effect

of Store Display and Store Lighting to Customer Purchase Intention through Positive Emotion in Zara Store Surabaya.

In the end, this research has several limitations. This study is only focused on two variables of store atmosphere which are store display and store lighting in Zara Store Surabaya. Therefore, it is required for the future research to do further study in discussion of store atmosphere. This research can be the references for further research in the future.

#### 5.2.2 Practical Suggestion

As the results of this research is showing that store display and store lighting has positive effect on the positive emotion and lead to purchase intention. The suggestion to make Zara store in Surabaya can sustain more and finally could gain more profit by pleasing their customers:

Store display of Zara store in Surabaya is good, all the indicators shows a good criterion which mean all the customer says agree to it, but what is need to be consider is how to allow customers to see the products clearly. Using a table that allows customer to see the products from different angle, means that customers not only see the front of merchandise but they can see the side and the back of the merchandise also displaying the merchandise by using shelves that shows the front of merchandise for clothes could help the customers see the products clearly. Hopefully by apply this strategy, Zara store in Surabaya can gain more profit by pleasing the customers.

Store lighting of Zara store in Surabaya is also good means that all the indicators shows a good criterion and customer says agree to it, but what is need to be consider is how to attract customers enter the store by having a proper lighting. Lighting can help the customer to evaluate the color redemption of the merchandise; a proper lighting also needed in the store to attract customers enter the store. Brighter lighting in a proper way are

needed more to attract customer enter the store. Adding several lamps can be helps the store brighter or using a better lamp also can attract more customers.

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