

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan hasil pengujian hipotesis dan pembahasan, maka kesimpulan yang dapat dijelaskan dalam penelitian ini adalah sebagai berikut:

1. *Urge to buy impulsively* berpengaruh positif terhadap *impulse buying Behaviour* di Hypermart. Penelitian ini menunjukkan bahwa suatu dorongan untuk melakukan pembelian tak terencana dapat terjadi ketika konsumen Hypermart melihat barang di toko dan merupakan suatu tindakan yang terjadi sebelum dilakukan pembelian impulsif secara aktual.
2. *Personal factors* berpengaruh positif terhadap *urge to buy impulsively* di Hypermart. Penelitian ini menjelaskan bahwa *personal factors* yang meliputi ketersediaan uang, ketersediaan waktu, kehadiran keluarga, penggunaan kartu kredit, dan kondisi ekonomi memiliki pengaruh bagi konsumen di Hypermart dalam meningkatkan suatu keinginan, dorongan atau hasrat untuk melakukan suatu pembelian ketika melihat suatu barang di toko dikarenakan adanya faktor-faktor dalam diri seseorang konsumen yang dapat mendukung terjadinya suatu proses pembelian.
3. *Personal factors* berpengaruh positif terhadap *impulse buying behaviour* di Hypermart. Penelitian ini menjelaskan bahwa *personal factors* yang meliputi ketersediaan uang, ketersediaan waktu, kehadiran keluarga penggunaan kartu kredit, dan kondisi ekonomi memiliki pengaruh terhadap perilaku pembelian tak terencana konsumen di Hypermart. Perilaku pembelian tak terencana dapat didasari oleh kemampuan konsumen untuk menghabiskan lebih

banyak uang dan waktu, kehadiran dari keluarga atau teman yang menyarankan atau membeli suatu barang dan penggunaan kartu kredit untuk membeli suatu barang di luar anggaran belanja konsumen.

4. *In-Store factors* berpengaruh positif terhadap *urge to buy impulsively* di Hypermart. Penelitian ini menjelaskan bahwa *in-store factors* yang meliputi promosi penjualan, lingkungan toko, musik, dan pegawai toko memiliki pengaruh bagi konsumen di Hypermart dalam meningkatkan suatu keinginan dorongan atau hasrat untuk melakukan suatu pembelian ketika melihat suatu barang di toko dikarenakan promosi penjualan, lingkungan, musik, dan pegawai toko dapat mempengaruhi kondisi emosional, menstimulasi niat dan motivasi untuk membeli suatu barang di Hypermart.
5. *In-Store factors* berpengaruh positif terhadap *impulse buying behaviour* di Hypermart. Penelitian ini menjelaskan bahwa *in-store factors* yang meliputi promosi penjualan, lingkungan toko, musik, dan pegawai toko memiliki pengaruh terhadap perilaku pembelian tak terencana konsumen di Hypermart. Perilaku pembelian tak terencana dapat didasari oleh harga produk murah yang dapat memberikan keuntungan langsung kepada konsumen, maupun lingkungan, musik, dan pegawai toko yang dapat memberikan kenyamanan ketika berbelanja di Hypermart.

5.2. Saran

Berdasarkan simpulan yang telah dinyatakan dapat diberikan beberapa saran yang dapat menjadi pertimbangan bagi peneliti maupun perusahaan :

5.2.1. Saran Akademis

Keterbatasan penelitian ini hanya menjelaskan pengaruh antara variabel secara umum dan tidak menjelaskan pengaruh variabel secara spesifik. Untuk penelitian selanjutnya diharapkan untuk menambah variabel lain, seperti *impulse buying tendency* dan *shopping enjoyment tendency* atau menggunakan karakteristik responden yang lebih tepat, seperti frekuensi belanja responden di Hypermart dalam 1 bulan terakhir.

5.2.2. Saran Praktis

- a. Hypermart dapat merangsang konsumen untuk menggunakan kartu kredit dengan memberikan kemudahan dan keuntungan dalam penggunaan kartu kredit.
- b. Hypermart dapat merangsang konsumen untuk berbelanja bersama keluarga maupun teman dengan cara menyelenggarakan *event-event* yang bersifat menghibur.
- c. Hypermart dapat menambah promo penjualan pada produk tidak hanya pada saat tertentu, namun dilakukan secara kontinyu.
- d. Hypermart dapat menciptakan suasana toko yang menyenangkan, misalnya dengan cara memutar musik, menjaga aroma di toko, dan menata barang dengan rapi.
- e. Hypermart dapat memberikan pelatihan kepada pegawai untuk bersikap sopan dan menyenangkan serta memberikan keleluasan bagi konsumen untuk memilih barang.

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