

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan hasil analisis dan pembahasan, maka simpulan dalam penelitian ini adalah sebagai berikut:

1. Pengaruh antara *perceived risk* terhadap *brand evaluation* terbukti signifikan karena *t-value*nya sebesar 2.00 ($t\text{-value} > 1,96$) sehingga H1 diterima
2. Pengaruh antara *perceived value* terhadap *brand evaluation* terbukti signifikan karena *t-value*nya sebesar 2,13 ($t\text{-value} > 1,96$) sehingga H2 diterima.
3. Pengaruh antara *brand evaluation* terhadap *purchase intention* terbukti tidak signifikan karena *t-value*nya sebesar 1.24 ($-1,96 \geq t\text{-value} \leq 1,96$) sehingga H3 ditolak.
4. Pengaruh antara *perceived risk* terhadap *purchase intention* terbukti signifikan karena *t-value*nya sebesar 2.21 ($t\text{-value} > 1,96$) sehingga H4 diterima.
5. Pengaruh antara *perceived value* terhadap *purchase intention* terbukti signifikan karena *t-value*nya sebesar 2,28 ($t\text{-value} > 1,96$) maka H5 diterima.
6. Perceived risk berpengaruh terhadap *purchase intention* yang dimediasi oleh *brand evaluation* terbukti tidak signifikan karena *t-value*nya sebesar 1,24 ($-1,96 \geq t\text{-value} \leq 1,96$) sehingga H7 ditolak.
7. *Perceived value* berpengaruh terhadap *purchase intention* yang dimediasi oleh *brand evaluation* terbukti tidak signifikan karena *t-value*nya sebesar 1,24 ($-1,96 \geq t\text{-value} \leq 1,96$) sehingga H8 ditolak.

5.2 Saran

Berdasarkan simpulan di atas, maka dapat diberikan beberapa saran terkait dengan penelitian ini, antara lain:

1. Perusahaan ritel Carrefour harus terus dapat meminimalkan kecacatan produk dan mempertahankan harga yang murah dan juga memberikan layanan dan kualitas yang baik terhadap *private brand* sehingga dapat menimbulkan evaluasi positif pada *private brand* Carrefour sendiri sehingga konsumen akan membeli *private brand* Carrefour.
2. Perusahaan harus menanamkan image positif dari *private brand* dengan memberikan kualitas yang baik atas produk *private brand* Carrefour dan melalui penanaman informasi tentang *private brand* kepada masyarakat agar konsumen tidak berpersepsi *private brand* adalah *decline of brand* sehingga masyarakat agar dapat menaikkan minat beli konsumen.

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