

BAB 6

KESIMPULAN DAN SARAN

Setelah dilakukannya rangkaian penelitian, maka tahap terakhir yang dilakukan ialah pemberian kesimpulan guna menjawab rumusan masalah penelitian. Adapun saran yang diberikan terkait dengan penelitian selanjutnya.

6.1 Kesimpulan

Berdasarkan penelitian yang sudah dilakukan, didapatkan kesimpulan yang bertujuan untuk menjawab rumusan masalah. Kesimpulan dari penelitian yang didapatkan ialah:

1. Berdasarkan hasil penelitian ditemukan bahwa variabel yang mempengaruhi niat pembelian rutin produk ramah lingkungan khususnya produk perawatan diri ialah *environmental concern*, *perceived value*, *green advertisement*, *usefulness*, *perceived quality*, dan *perceived fee*. Selain itu, diketahui bahwa *usefulness*, *perceived quality*, *enjoyment* dan *perceived fee* mempengaruhi *perceived value*. Model penelitian yang dikembangkan mampu menjelaskan 52,5% variansi dari niat pembelian rutin produk perawatan diri yang ramah lingkungan. Penelitian yang dilakukan merupakan penelitian pertama yang mengkaji niat pembelian rutin. Selain itu, penelitian ini pun menunjukkan

bahwa pendekatan adopsi inovasi/teknologi mampu diaplikasikan pada *green products* khususnya kategori produk perawatan diri.

2. Rekomendasi yang diberikan guna meningkatkan niat pembelian rutin produk ramah lingkungan dilakukan berdasarkan prioritas. Prioritas pertama berkaitan dengan *environmental concern* bagi pemerintah ialah dengan menanamkan nilai-nilai kepedulian lingkungan melalui edukasi baik secara formal maupun non-formal. Bagi produsen ialah dengan berfokus memenuhi kebutuhan serta ekspektasi pada target pasar yang memiliki tingkat kepedulian yang tinggi. Prioritas kedua ialah berkaitan dengan *perceived value*. Rekomendasi yang diberikan ialah dengan meningkatkan nilai guna serta kualitas dari produk perawatan diri agar tidak kalah bersaing dengan produk konvensional. Pemberian harga khusus yang lebih murah setelah memenuhi frekuensi pembelian produk ramah lingkungan pun dapat turut serta dipertimbangkan. Prioritas ketiga ialah berkaitan dengan *green advertisement*. Rekomendasi yang diberikan ialah menampilkan kondisi lingkungan terkini yang semakin memburuk dalam produk yang diiklankan. Media iklan yang disarankan ialah Youtube, Instagram dan Tiktok. Metode iklan yang disajikan pun sesuai dengan kalangan dewasa muda (18-35 tahun).

6.2 Saran

Adapun beberapa saran yang dapat dipertimbangkan dalam penelitian selanjutnya guna melengkapi penelitian yang sudah dilakukan. Saran-saran tersebut ialah:

1. Penelitian yang dilakukan ini memiliki responden mayoritas yang berdomisili di kota-kota besar di Indonesia seperti Jakarta, Bekasi, Surabaya, Depok, Bandung, Tangerang, Medan, Semarang, Palembang & Makassar. Namun responden yang didapatkan lebih banyak berdomisili di Bandung serta Jakarta. Penelitian selanjutnya dapat menggunakan *quota sampling* sehingga penelitian nantinya mampu mewakili setiap kota besar yang ada di Indonesia.
2. Penelitian selanjutnya mengkaji kategori produk lainnya yang tergolong produk ramah lingkungan yang digunakan sehari-hari. Hal ini diakibatkan karena jika suatu produk digunakan sehari-hari maka jumlah kumulatifnya lebih banyak serta lebih berdampak besar bagi lingkungan sekitar bila dibandingkan dengan produk yang jarang dibeli.
3. Penelitian yang dilakukan menunjukkan bahwa kesukarelaan tidak berpengaruh terhadap niat pembelian rutin, sehingga diduga terdapatnya pihak lain yang mempengaruhi niat pembelian rutin. Pihak tersebut dapat diduga sebagai pemerintah. Sehingga penelitian selanjutnya dapat melibatkan kebijakan pemerintah sebagai variabel yang mempengaruhi niat pembelian rutin.

4. Penelitian yang dilakukan saat ini baru sampai menelaah mengenai niat pembelian rutin, penelitian selanjutnya dapat melanjutkan penelitian hingga perilaku pembelian rutin.

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