

## BAB 6

### KESIMPULAN DAN SARAN

Pada bab ini akan dipaparkan kesimpulan dari penelitian ini guna menjawab rumusan masalah penelitian. Selain kesimpulan, adapun saran yang diberikan bagi peneliti selanjutnya mengenai topik terkait.

#### 6.1 Kesimpulan

Kesimpulan dari penelitian yang telah dilakukan bertujuan guna menjawab rumusan masalah. Berikut kesimpulan dari penelitian ini.

1. Berdasarkan hasil penelitian, variabel yang mempengaruhi keputusan pembelian produk *sustainable fashion* ialah *environmental concern* dan *eco-label*. Selain itu, *influencer* juga memoderasi hubungan *environmental concern* terhadap keputusan pembelian. Model penelitian yang dikembangkan mampu menjelaskan 48,8% variansi dari keputusan pembelian produk *sustainable fashion*. Penelitian yang dilakukan merupakan penelitian pertama yang mengkaji keputusan pembelian produk *sustainable fashion* Indonesia. Penelitian ini juga membuktikan bahwa *moderating effect* mampu diaplikasikan pada produk *sustainable fashion*.
2. Penelitian ini menunjukkan bahwa pada produk *sustainable fashion*, peran *influencer* mampu memoderasi hubungan *environmental concern* terhadap keputusan pembelian namun arah hubungannya negatif. Berdasarkan hasil wawancara, faktor yang menyebabkan variabel *influencer* memperlemah hubungan yaitu beberapa *influencer* yang bekerja sama dengan merek *sustainable fashion* kurang dianggap sebagai *role model* bagi konsumen.

Namun peran *influencer* dianggap sebagai media yang tepat dalam menyebarkan informasi terkait *sustainable* pada produknya.

3. Usulan yang diberikan bertujuan untuk meningkatkan keputusan pembelian yang dinyatakan. *Environmental concern* menjadi prioritas pertama bagi produsen untuk mengembangkan produk *sustainable fashion*, sehingga tidak kalah bersaing dengan produk konvensional. Mengembangkan produk dengan cara menggunakan bahan ramah lingkungan dan dampak sosial yang diberikan. Prioritas kedua ialah *eco-label*. Produsen dapat menggunakan kemasan *eco-label* dan menggunakan bahan yang tersertifikasi terbukti mampu meningkatkan keputusan pembelian. Bagi pemerintah agar dapat membuat sertifikasi resmi sebagai standar *sustainable fashion* di Indonesia. Hal tersebut dikarenakan belum ada sertifikasi produk *sustainable fashion* dari Indonesia, dengan sertifikasi tersebut dapat lebih meyakinkan konsumen, terutama saat produk *sustainable fashion* Indonesia mulai dipasarkan ke internasional.

## **6.2 Keterbatasan Penelitian**

Berdasarkan penelitian yang telah dilakukan, terdapat keterbatasan penelitian yang menjadi kelemahan penelitian. Berikut keterbatasan dalam penelitian ini.

1. Strategi penyusunan kuesioner yang masih diposisikan berdasarkan variabel, hal tersebut dapat menyebabkan kecenderungan responden untuk setuju dengan pernyataan tanpa melakukannya secara akurat mewakili pandangan mereka.
2. Penyebaran responden yang cenderung mengelompok dan kurang mewakili populasi secara keseluruhan.

### 6.3 Saran

Saran yang diberikan bertujuan untuk penelitian selanjutnya guna melengkapi penelitian yang telah dilakukan. Berikut saran-saran yang diberikan.

1. Penelitian selanjutnya dapat meneliti jenis produk *sustainable* lainnya yang tingkat pembeliannya lebih tinggi dari produk *fashion* seperti alat kecantikan atau makanan dan minuman organik. Hal tersebut disarankan agar dapat memberikan dampak yang lebih besar terutama bagi lingkungan, dan sosial.
2. Penelitian selanjutnya dapat menambahkan variabel bebas maupun variabel moderator lainnya yang belum diteliti pada penelitian ini, *characteristic socio-demographic*, belum digunakan sebagai variabel konstruk.
3. Penelitian saat ini baru meneliti hingga keputusan pembelian konsumen, penelitian selanjutnya dapat melanjutkan sampai dengan pembelian ulang. Hal ini dapat mengevaluasi hal-hal yang dapat meningkatkan keputusan produk *sustainable fashion*.

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