

BAB 5

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan hasil pembahasan, olah data, dan hasil penelitian yang telah dijabarkan pada bab-bab sebelumnya, penulis menarik kesimpulan bahwa terdapat dua variabel independen di dalam hasil penelitian tersebut, dan kedua variabel independen yaitu *store atmosphere* (X_1) dan *food quality* (X_2) memiliki pengaruh positif yang signifikan terhadap variabel independen yaitu niat beli ulang (Y). Penulis mengambil kesimpulan sebagai berikut:

- Persepsi konsumen atas variabel *store atmosphere* The Karsun Project
Pada variabel *store atmosphere* (X_1), memiliki hasil analisis dari total nilai rata-rata statistik deskriptif secara keseluruhan adalah 3,21 yang menunjukkan nilai *store atmosphere* The Karsun Project memiliki interpretasi sedang. Namun dari 13 item yang tersedia, 5 di antaranya memiliki interpretasi nilai baik, 6 di antaranya memiliki interpretasi nilai sedang, dan 2 di antaranya memiliki interpretasi nilai buruk. Berdasarkan hal tersebut dapat disimpulkan bahwa persepsi konsumen The Karsun Project atas variabel independen *store atmosphere* (X_1) adalah sedang, seperti pada tingkat kemudahan mendapatkan akses tempat parkir, tingkat daya tarik bangunan, tingkat kenyamanan perabotan yang digunakan, tingkat kenyamanan pencahayaan ruangan pada The Karsun Project, tingkat kenyamanan aroma ruangan pada The Karsun Project dan tingkat kenyamanan interior The Karsun Project. Dari seluruh indikator *store atmosphere*, terdapat dua persepsi konsumen yang memiliki rata-rata buruk yaitu tingkat kemudahan bergerak di The Karsun Project dan tingkat kejelasan papan toilet The Karsun Project. Demikian dari seluruh indikator *store atmosphere*, persepsi konsumen atas tingkat kemudahan bergerak di The Karsun Project memiliki penilaian rata-rata dari konsumen paling rendah yaitu sebesar 2,5.

- Persepsi konsumen atas variabel *food quality* The Karsun Project

Pada variabel *food quality* (X_2), hasil analisis dari total nilai rata-rata statistik deskriptif keseluruhan yang sebesar 3,67 yang menunjukkan bahwa *food quality* The Karsun Project tergolong baik dan terdapat delapan dari sepuluh indikator yang memiliki nilai rata-rata baik. Hal tersebut menunjukkan bahwa persepsi konsumen atas *food quality* The Karsun Project tinggi, seperti tingkat kemenarikan produk minuman saat disajikan, tingkat kemenarikan produk makanan saat disajikan, tingkat kelezatan makanan di The Karsun Project, tingkat konsistensi rasa produk makanan dan minuman yang disajikan, variasi menu The Karsun Project menarik, tingkat kesesuaian suhu produk makanan saat disajikan, tingkat kesesuaian suhu produk minuman saat disajikan. Sedangkan dua indikator lainnya mendapatkan nilai rata-rata sangat baik dan sedang. Nilai persepsi responden atas *food quality* The Karsun Project memiliki penilaian terendah yaitu sebesar 3,17.
- Persepsi konsumen atas niat beli ulang The Karsun Project

Selain variabel independen yang memiliki nilai rata-rata statistik deskriptif sedang dan tinggi, variabel dependen yaitu niat beli ulang (Y) memiliki nilai rata-rata statistik deskriptif yaitu 2,99 yang menunjukkan bahwa niat beli ulang The Karsun Project sedang. berdasarkan hasil yang didapatkan oleh penulis, dapat disimpulkan niat beli ulang konsumen The Karsun Project adalah sedang.
- Pengaruh persepsi konsumen atas *store atmosphere* dan *food quality* terhadap niat beli ulang pada The Karsun Project

Hasil uji statistik yang dilakukan atas pengaruh variabel *store atmosphere* (X_1) dan *food quality* (X_2) terhadap variabel niat beli ulang (Y) adalah sebagai berikut:

 1. Dalam penelitian ini memiliki dua variabel independen yang memiliki pengaruh positif dan signifikan terhadap variabel dependen (niat beli ulang). Kedua variabel independen mempunyai pengaruh positif dan signifikan tersebut adalah variabel *store atmosphere* (X_1) dan *food quality* (X_2).

2. Uji pengaruh simultan (F) menunjukkan bahwa variabel *store atmosphere* (X₁) dan *food quality* (X₂) memiliki pengaruh positif dan signifikan terhadap variabel niat beli ulang (Y).
3. Uji pengaruh parsial (T) menunjukkan bahwa variabel *store atmosphere* (X₁) dan *food quality* (X₂) memiliki pengaruh positif terhadap variabel niat beli ulang (Y).
4. Kontribusi variabel independen yaitu variabel *store atmosphere* (X₁) dan variabel *food quality* (X₂) terhadap variabel dependen memiliki kontribusi sebesar 62,3% dan sisanya berasal dari faktor lain yang tidak dapat ditemukan di dalam penelitian ini.

5.2 Saran

Berdasarkan hasil penelitian yang sudah dilakukan di atas mengenai pengaruh persepsi konsumen atas *store atmosphere* dan *food quality* terhadap niat beli ulang The Karsun Project di atas, penulis mengajukan beberapa saran untuk The Karsun Project yang di mana saran tersebut diharapkan dapat menjadi referensi perbaikan dan kemajuan bagi perusahaan. Berikut adalah beberapa saran untuk The Karsun Project:

1. *Store Atmosphere*

Terdapat beberapa hal yang harus diperbaiki dari sisi *store atmosphere* The Karsun Project. Penulis menyarankan The Karsun Project untuk memberikan beberapa perubahan untuk dimensi *exterior* yaitu pada tampak depan bangunan untuk membuat tampilan bangunan lebih menarik dengan cara memperindah bentuk bangunan bisa dengan menambahkan dekorasi dan memperluas area parkir agar dapat mempermudah konsumen yang menggunakan kendaraan roda empat. Kemudian untuk dimensi *general interior* dari The Karsun Project dapat membuat seluruh ruangan *indoor* maupun *outdoor* untuk membuat ruangan tersebut memiliki aroma ciri khas *coffee shop* yaitu memiliki aroma kopi dan menambah papan toilet agar lebih jelas. Selain itu The Karsun Project dapat menggunakan *furniture* yang dapat membuat konsumen nyaman untuk meluangkan waktu di The Karsun Project. Perbaikan terakhir untuk The Karsun Project merupakan

dimensi *store layout* yaitu memaksimalkan luas tempat dan mengatur tata letak seluruh meja dan kursi dengan lebih efektif dan efisien agar konsumen lebih nyaman ketika berkunjung.

2. *Food Quality*

Dalam hal *food quality* dari The Karsun Project hanya terdapat satu dimensi yang harus diperbaiki yaitu *menu variety*, penulis akan menyarankan untuk menunya ditambahkan beberapa produk makanan dan minuman yang saat ini sedang banyak disukai oleh banyak orang seperti *mocktail coffee* sehingga menu The Karsun Project bisa bervariasi. Lalu, hal lainnya sudah memiliki hasil yang bagus dan memuaskan konsumen sehingga harus dipertahankan demikian konsumen akan tetap menyukai produk makanan dan minum The Karsun Project.

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