

## BAB 5

### KESIMPULAN, IMPLIKASI, DAN SARAN

#### 5.1 Kesimpulan

Berdasarkan analisis yang sudah dilakukan dan hasil yang sudah dipaparkan dalam penelitian, maka peneliti menyimpulkan sebagai berikut.

1. Variabel Keragaman Produk *Hypermarket* dan Gaya Hidup secara bersama-sama berpengaruh terhadap Keputusan Belanja Konsumen untuk barang kebutuhan sehari-hari di *hypermarket*. Artinya bahwa keragaman produk yang ditawarkan *hypermarket* dan perubahan gaya hidup yang terjadi pada konsumen meningkatkan keputusan belanja konsumen untuk barang kebutuhan sehari-hari di *hypermarket*.
2. Variabel Keragaman Produk tidak berpengaruh terhadap Variabel Keputusan Belanja Konsumen untuk barang kebutuhan sehari-hari di *hypermarket*. Artinya bahwa Keragaman Produk yang ditawarkan *hypermarket* tidak meningkatkan keputusan belanja konsumen untuk barang kebutuhan sehari-hari di *hypermarket*.
3. Variabel Gaya Hidup memiliki pengaruh yang signifikan terhadap keputusan belanja konsumen untuk barang kebutuhan sehari-hari di *hypermarket*. Artinya bahwa Gaya Hidup konsumen dapat meningkatkan keputusan belanja konsumen untuk barang kebutuhan sehari-hari di *hypermarket*.

Keragaman produk melalui modifikasi, kedalaman, lebar, dan konsistensi telah dilakukan oleh *hypermarket* untuk menguasai pasar telah mendapat tanggapan yang baik dari responden dengan memberikan respon tertinggi pada dimensi modifikasi dan kedalaman. Hal ini didukung oleh responden yang sangat setuju karena merasa bahwa *hypermarket* ini telah melakukan modifikasi dan kedalaman. Jumlah respon yang rendah diberikan oleh responden pada dimensi konsistensi dan lebar keragaman. Hal ini didukung oleh respon yang sangat setuju bahwa *hypermarket* ini kurang memiliki kemampuan dalam dimensi konsistensi dan lebar keragaman.

Gaya hidup dalam hal ini pendapat, minat, dan kegiatan mendapat respon yang baik dari responden karena *hypermarket* memberikan penawaran produk untuk memenuhi kebutuhan dan keinginan konsumen dengan memperhatikan gaya hidup responden. *Hypermarket* ini mampu menimbulkan minat responden untuk belanja, yang kemudian diikuti oleh pendapat, dan kegiatan. Jumlah ketiga dimensi memiliki nilai yang sangat tinggi. Hal ini menunjukkan adanya pengaruh gaya hidup atas keputusan belanja konsumen.

Dalam proses keputusan belanja konsumen, *hypermarket* ini memiliki kemampuan pada usaha responden mencari informasi akan produk yang diinginkan. *Hypermarket* ini mampu untuk memberikan informasi yang dibutuhkan atas keragaman produk yang diinginkan oleh responden. Kekuatan kedua adalah evaluasi produk alternatif. Adanya usaha *hypermarket* untuk menyediakan produk alternatif atau pengganti produk seperti yang diinginkan tetapi tidak tersedia dalam penawaran. Kekuatan ketiga adalah kemampuan *hypermarket* untuk memunculkan adanya kebutuhan dan keinginan responden

akan suatu produk, yang kemudian diikuti oleh keputusan pembelian dan evaluasi pascapembelian yang memperoleh respon yang sedikit atas usaha *hypermarket* melakukan usaha evaluasi pascapembelian.

Berdasarkan hasil analisis yang diperoleh dan pembahasan yang telah dilakukan maka keragaman produk *hypermarket* dan gaya hidup responden secara bersama-sama mempengaruhi keputusan belanja konsumen untuk produk kebutuhan sehari-hari. Sedangkan keragaman produk *hypermarket* sendiri tidak berpengaruh pada keputusan belanja konsumen. Sebaliknya gaya hidup berpengaruh pada keputusan belanja konsumen.

Penelitian terdahulu yang melibatkan variabel keragaman produk sebagai salah satu penentu konsumen belanja, tetapi dalam penelitian ini variabel keragaman produk tidak berpengaruh pada keputusan belanja konsumen. Variabel gaya hidup, khususnya dalam kegiatan (*activity*), minat (*interest*), pendapat (*opinion*) adalah variabel yang jarang dilibatkan dalam suatu keputusan belanja konsumen.

## **5.2 Implikasi**

Berdasarkan kesimpulan di atas, maka diajukan implikasi penelitian sebagai berikut.

1. Pemahaman yang lebih baik atas keragaman produk *hypermarket* dalam dimensi modifikasi, kedalaman, lebar, dan konsistensi, akan mengakibatkan peningkatan keputusan belanja konsumen, artinya jika ingin meningkatkan keputusan belanja konsumen maka perlu adanya keseimbangan atas dimensi-dimensi tersebut. Upaya perbaikan dapat dilakukan dengan memberikan penawaran pada konsumen di semua kelas ekonomi, baik golongan ekonomi

bawah, menengah, atau atas. Hal ini terkait dengan kemampuan membeli produk yang ditawarkan.

2. Mengikuti perkembangan perubahan gaya hidup yang terjadi dalam kehidupan konsumen, dapat membantu *hypermarket* mengerti apa yang menjadi kebutuhan dan keinginan konsumen dalam usaha untuk menyesuaikan diri dengan perkembangan tersebut, serta tuntutan yang terjadi pada konsumen supaya tidak tertinggal dengan perkembangan teknologi.
3. Dalam keputusan belanja, terdapat proses yang dilalui oleh konsumen, yaitu pengenalan kebutuhan dan pemahaman masalah, pencarian informasi, evaluasi produk alternatif, keputusan pembelian, dan evaluasi pascapembelian. Dengan mengetahui kebutuhan dan keinginan konsumen di setiap proses akan meningkatkan keputusan belanja konsumen.
4. Model yang dikembangkan dalam penelitian ini maka dapat memperkuat konsep-konsep teoretis dan memberikan dukungan terhadap penelitian terdahulu, dengan penjelasan sebagai berikut.
  - i. keragaman produk membantu *hypermarket* menjadi tempat yang ideal untuk memenuhi kebutuhan dan keinginan konsumen;
  - ii. keragaman produk menawarkan berbagai atribut sesuai dengan kebutuhan dan keinginan konsumen;
  - iii. keragaman produk yang luas memberikan fleksibilitas bagi konsumen tentang preferensi dan selera yang tidak pasti di masa datang.

### 5.3 Saran

Berdasarkan hasil analisis, pembahasan, simpulan, dan implikasi maka penulis memberikan beberapa saran sebagai berikut.

## 1. Bagi Hypermarket

Dalam usaha menguasai pasar maka perlu untuk meningkatkan kekuatan yang telah ada, dan memperbaiki kelemahan yang dimiliki. Dalam penelitian ini, hasil analisis menunjukkan bahwa kekuatan *hypermarket* ini adalah modifikasi dan kedalaman produk, dan kelemahan yang dimiliki adalah konsistensi dan lebar keragaman produk. Kedua kelemahan ini dapat menjadi kekuatan jika dilakukan usaha-usaha terobosan yang sesuai dengan perkembangan produk yang terus berubah cepat didukung oleh teknologi dan strategi yang mampu memberi nilai yang lebih baik dari ritel besar lainnya.

Gaya hidup yang memberi pengaruh pada keputusan belanja konsumen, hendaknya lebih mendapat perhatian dimana dimensi yang mencerminkan gaya hidup adalah minat, pendapat, dan kegiatan. Pihak *hypermarket* perlu menawarkan program-program yang mampu mencerminkan kegiatan-kegiatan yang responden sesuai dengan kebutuhan dan keinginan responden dan keluarganya, serta kelompoknya. Pada proses keputusan belanja konsumen, perlu adanya peningkatan dan pengembangan untuk dimensi evaluasi pascapembelian, yang dalam hal ini pelayanan dan produk yang diberikan masih diraskan kurang oleh responden.

## 2. Pengembangan Ilmu/Konsep/Teori

Untuk mengembangkan hasil penelitian ini dengan penelitian selanjutnya, diharapkan menggunakan beberapa variabel agar data yang digunakan lebih akurat sehingga dapat diperoleh hasil yang dapat menjadi terobosan-terobosan baru untuk masa depan. Hal ini terkait dengan perkembangan yang terjadi pada pasar yang mengutamakan harga, lokasi yang mudah dijangkau, promosi yang

didukung oleh teknologi, media sosial, dan hal lain yang mempermudah transaksi belanja konsumen, layanan yang diberikan pada konsumen yang menginginkan layanan yang cepat dan praktis, tanpa harus antri.

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