

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan hasil pengujian hipotesis dan pembahasan pada bab sebelumnya, maka simpulan dari penelitian ini adalah sebagai berikut:

1. *Green value* berpengaruh positif dan signifikan terhadap *perceived quality* pada Ranch Market Surabaya sehingga hipotesis pertama dapat diterima.
2. *Emotional value* berpengaruh positif dan signifikan terhadap *perceived quality* pada Ranch Market Surabaya sehingga hipotesis kedua dapat diterima.
3. *Environment conscious* berpengaruh positif dan signifikan terhadap *perceived quality* pada Ranch Market Surabaya sehingga hipotesis ketiga dapat diterima.
4. *Perceived quality* berpengaruh positif dan signifikan terhadap *repurchase intention* pada Ranch Market Surabaya sehingga hipotesis keempat dapat diterima.
5. *Green value* berpengaruh positif dan signifikan terhadap *repurchase intention* melalui *perceived quality* pada Ranch Market Surabaya sehingga hipotesis kelima dapat diterima.
6. *Emotional value* berpengaruh positif dan signifikan terhadap *repurchase intention* melalui *perceived quality* pada Ranch Market Surabaya sehingga hipotesis keenam dapat diterima.
7. *Environment conscious* berpengaruh positif dan signifikan terhadap *repurchase intention* melalui *perceived quality* pada Ranch Market Surabaya sehingga hipotesis ketujuh dapat diterima.

5.2. Saran

5.2.1. Saran Akademis

Bagi akademisi dan peneliti lainnya dimasa mendatang, penelitian ini bisa dijadikan sebagai bahan bacaan/rujukan jika ingin melakukan penelitian seputar hal-hal yang bisa mempengaruhi *repurchase intention*, misalnya *green value*, *emotional value*, *environment conscious*, dan *perceived quality* atau penelitian yang kurang lebih hampir sama dengan penelitian ini.

Tidak hanya itu saja, para peneliti pada penelitian selanjutnya diharapkan bisa mengembangkan penelitiannya yang lebih luas lagi tentunya dengan cara menambahkan variabel lain atau variabel yang dianggap ada kaitannya dengan variabel-variabel dalam penelitian ini misalnya variabel kesetiaan (*loyalty*) dan kepuasan (*satisfaction*).

5.2.2. Saran Praktis

Hasil penelitian ini menunjukkan bahwa *green value*, *emotional value*, dan *environment conscious* berpengaruh positif terhadap *repurchase intention* melalui *perceived quality*. Oleh karena itu, untuk dapat meningkatkan *repurchase intention*, maka disarankan pihak Ranch Market Surabaya untuk dapat memperhatikan faktor faktor yang mampu mempengaruhinya diantara lain:

1. Ranch Market Surabaya sebaiknya meningkatkan nilai ramah lingkungan dari suatu *green product* agar dapat memenuhi efek ramah lingkungan yang diharapkan konsumen.
2. Ranch Market Surabaya sebaiknya meningkatkan dan menawarkan ketertarikan akan suatu *green product* agar dapat menciptakan ketertarikan konsumen terhadap produk ramah lingkungan.

3. Ranch Market Surabaya sebaiknya meningkatkan rasa kesadaran konsumen akan lingkungan agar dapat membuat konsumen menjadikan produk ramah lingkungan sebagai pilihan utama.
4. Ranch Market Surabaya sebaiknya meningkatkan keunggulan dari suatu *green product* agar konsumen dapat menerima kualitas yang baik dari produk ramah lingkungan.
5. Ranch Market Surabaya sebaiknya meningkatkan dan menawarkan kualitas dan nilai yang lebih terhadap *green product* agar dapat menciptakan niat pembelian kembali oleh konsumen terhadap produk ramah lingkungan.

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