

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Menurut hasil pembahasan mengenai efek *store image*, *product signatureness* dan *quality variation* terhadap *purchase intention* produk *private label* Alfamart, dapat disimpulkan

1. *Store image* yang diciptakan Alfamart berhasil membuat *purchase intention* produk *private label* di kota Surabaya
2. *Product signatureness* Alfamart berhasil membuat *purchase intention* produk *private label* di kota Surabaya
3. *Quality variation* yang diciptakan Alfamart berhasil membuat *purchase intention* produk *private label* di Surabaya

5.2. Saran

Berdasarkan hasil penelitian ini, peneliti memberikan saran yang dapat digunakan peritel untuk meningkatkan minat pembelian (*purchase intention*) produk *private label* Alfamart yakni menambahkan nilai pada komponen yang memiliki nilai rendah dari lainnya

1. Memiliki pegawai yang sigap karena rata – rata jawaban konsumen di Surabaya mengenai kesiapan pegawai masih rendah
2. Membuat konsumen memiliki persepsi terdapat salah satu produk bermerek nama peritel, karena rata – rata jawaban konsumen di Surabaya mengenai produk *private label* rendah
3. Membuat perbedaan kualitas yang signifikan antara produk *private label* yang berbeda merek, karena penilaian konsumen di Surabaya terhadap perbedaan kualitas antar merek *private label* rendah

4. Membuat konsumen ingin membeli produk *private label*, karena rata – rata jawaban konsumen di Surabaya untuk memiliki keinginan membeli produk *private label* rendah

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