

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan hasil analisis dan pembahasan pada bab sebelumnya, maka di peroleh kesimpulan dari hasil penelitian mengenai pengaruh *private label usage* dan *store loyalty* dengan peran *Utilitarian Shopping Value* sebagai *Moderasi* pada *Carrefour* di Surabaya, disimpulkan sebagai berikut :

1. *Private Label Usage* terbukti memiliki pengaruh positif dan signifikan terhadap *Store Loyalty* maka dari itu hipotesis yang menyatakan “*Private Label Usage* berpengaruh positif terhadap *Store Loyalty*” diterima.
2. *Utilitarian Shopping Value* terbukti memiliki pengaruh moderasi dan signifikan antara *Private Label Usage* terhadap *Store Loyalty* maka dari itu hipotesis yang menyatakan “*Utilitarian Shopping Value* sebagai moderasi berpengaruh positif antara *Private Label Usage* terhadap *Store Loyalty*” dapat diterima.

2.2 Saran

Dari hasil penelitian dan simpulan yang telah disebutkan di atas, maka dapat diajukan saran sebagai berikut:

2.2.1 Saran Akademik

Bagi peneliti di masa akan datang yang melakukan penelitian selanjutnya disarankan menambahkan variabel yang dapat mempengaruhi *store loyalty* dan *private label usage* khususnya pada *retail store*.

2.2.2 Saran Praktis

1. Untuk meningkatkan perhatian konsumen pada produk merek Carrefour di Surabaya diharapkan penggunaan *private label* untuk menawarkan produk sesuai dengan kebutuhan masyarakat seperti produk kebutuhan rumah tangga untuk menjadikan konsumen loyalitas pada Carrefour.
2. Untuk meningkatkan keputusan konsumen agar sebisa mungkin membeli produk Carrefour, Carrefour di Surabaya diharapkan untuk melengkapi jenis barang dan merek yang ada di Carrefour melalui iklan atau promo koran. Sehingga dari berbagai macam produk yang akan dibeli oleh konsumen terdaftar dalam daftar belanja yang dapat menciptakan kebutuhan konsumen terpenuhi dari kategori barang yang mereka cari dan konsumen setia yang tidak berpindah ke toko lain.

2.2.3 Keterbatasan Penelitian

Uji asumsi klasik pada multikolinier atau korelasi antar variabel bebas menunjukan terjadi multikolinieritas. Untuk penelitian selanjutnya disarankan pembentukan variabel bebas yang sudah ditransformasikan terdalam nilai Z (absolute).

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