

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Tujuan utama pada penelitian ini adalah menguji apakah *symbolic representation*, dan *self image congruence* berpengaruh terhadap *purchase intention* dengan *attitude* sebagai variabel mediasi. Populasi penelitian ini adalah seluruh calon konsumen Istana Boneka di Jawa Timur, yaitu Malang, Batu, Surabaya, Sidoarjo, Gresik, Tulungagung, Kediri, dan Banyuwangi. Responden penelitian sebanyak 200 orang. Berdasarkan hasil pengujian hipotesis dan pembahasan penelitian sebagaimana telah dilakukan, maka dapat ditarik simpulan dan saran dari penelitian ini. Simpulan dan saran masing-masing dikemukakan sebagai berikut.

Symbolic representation, dan *self image congruence* berpengaruh positif, dan signifikan terhadap *attitude*. *Attitude* berpengaruh positif dan signifikan terhadap *purchase intention*. *attitude* memediasi pengaruh *symbolic representation*, dan *self image congruence* terhadap *purchase intention*. Temuan ini menegaskan pentingnya menciptakan suatu produk yang mengandung makna dari *Self Image Congruence* masing-masing calon konsumen dibandingkan dengan menciptakan produk-produk yang mengandung makna *Symbolic Representation*, dan pentingnya peranan *Attitude* sebagai mediator atas *Purchase Intention* calon konsumen. Efek mediasi dari *Attitude* adalah mediasi parsial.

5.2 Keterbatasan Penelitian

Berdasarkan pada hasil analisis dan pembahasan, tiga keterbatasan penelitian berhasil diidentifikasi. Pertama, penelitian ini menekankan aspek kajian pada niat beli konsumen dan belum mengarah kepada keputusan pembelian. Niat melakukan pembelian belum tentu berlanjut kepada keputusan penelitian. Kedua, penelitian ini menggunakan dua variabel eksogen yang memengaruhi *attitude*, yaitu *Symbolic Representation* dan *Self Image Congruence*. Indikator-indikator dari dua variabel tersebut diturunkan dari penelitian yang tidak langsung berkaitan dengan produk boneka, sehingga persepsi pelanggan tidak dapat dikatakan pasti akan mencerminkan keyakinan mereka. Ketiga, penelitian ini menemukan efek mediasi dari *attitude* dalam memengaruhi niat pembelian tetapi tidak menganalisis peluang dari variabel demografi sebagai penguat *purchase intention*. Keempat, penelitian ini belum tentu sama pengaruh dari variabel yang lebih dominan, dalam hal ini *self image congruence* pada industri yang sejenis, maupun industri lainnya.

5.3 Saran-saran

5.3.1 Saran Untuk Penelitian yang Akan Datang

Berpijak pada keterbatasan penelitian, saran untuk penelitian yang akan datang adalah sebagai berikut.

1. Penelitian ini dapat dikembangkan lebih lanjut dengan menambahkan variabel keputusan pembelian. Artinya, penelitian yang akan datang dapat melakukan pengembangan model. Selain itu, jika akan dilakukan replikasi, maka disarankan penelitian yang akan datang menerapkannya pada produk yang memiliki ciri khas dan khusus, misalnya batik sutera atau kendaraan mewah.
2. Penelitian selanjutnya juga dapat dilakukan dengan menambahkan indikator lain yang mencerminkan atau mewakili langsung variabel penelitian pada objek produk boneka eksklusif. Selain itu, penelitian yang akan datang juga dapat dilakukan dengan menambahkan variabel lainnya seperti *Emotional Value*, *Subjective Norm*, serta *Perceived Behavioral Control* sehingga penelitian yang dilakukan akan menjadi lebih luas, dan dalam.
3. Bagi peneliti selanjutnya dapat melakukan improvisasi berupa efek moderasi dengan kelompok usia tertentu, fokus pada *gender* tertentu dan wilayah tertentu, agar menambah khasanah ilmu pengetahuan tentang strategi pemasaran yang lebih efektif serta efisien.

5.3.2 Saran Bagi Praktis

Mengacu pada hasil penelitian dan pembahasan, saran untuk pengambil kebijakan adalah sebagai berikut.

1. Produsen Produk Istana Boneka, Jawa Timur harus mampu memikirkan dan meningkatkan strategi dalam pemasaran berdasarkan *segmenting*, *targeting*, dan *positioning* dari bonus demografi Indonesia khususnya wilayah Jawa Timur, guna keberlanjutan usaha di masa yang akan datang. Sebaiknya pihak Istana Boneka menghasilkan produk-produk yang memiliki *Symbolic Representation (narrative)* yang baik, menarik, unik, memiliki daya kreatif yang tinggi, sehingga calon konsumen tertarik untuk melakukan *Purchase Intention*.
2. Sebaiknya pihak Istana Boneka juga memperhitungkan peranan dari variabel *Self Image Congruence* yang lebih dominan dengan tetap mempertahankan reputasi yang unggul, agar calon konsumen dapat tertarik untuk melakukan *Purchase Intention*, dengan terus-menerus melakukan inovasi, diferensiasi produk, membuat karakter yang lucu, menarik, dapat mencerminkan *self congruence* dari calon konsumen dan dapat melakukan edukasi pada calon konsumen tentang produk-produk yang dihasilkan dari Istana Boneka.

3. Sebaiknya pihak Istana Boneka memperhatikan *Attitude* dari calon konsumen, pada saat berada di *outlet* dari Istana Boneka di wilayah Jawa Timur, dengan mempertimbangkan budaya setempat, dan *marketing mix* khususnya pada produk yang dihasilkan selama ini.
4. Sebaiknya pihak Istana Boneka mengkombinasikan variabel *Symbolic Representation*, dan *Self Image Congruence*, agar dapat mendorong *Attitude* dari calon konsumen agar tetap terciptanya *Purchase Intention* secara berkelanjutan.

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