

BAB 6

PENUTUP

6.1. Simpulan

Dari hasil penelitian dan pembahasan yang digunakan sesuai dengan tujuan hipotesis yang dilakukan dengan analisis *Structural Equation Modeling* (SEM) maka dapat ditarik kesimpulan sebagai berikut :

1. *Store Environment* berpengaruh terhadap *consumer satisfaction* pada *Body Shop* Surabaya, hal ini menunjukkan bahwa Peritel mempersepsikan bahwa lingkungan toko dapat menyebabkan tanggapan yang baik maupun tanggapan yang buruk dari konsumen
2. *Salespeople* berpengaruh terhadap *Customer Satisfaction*, ini berarti bahwa *Salespeople* dianggap sebagai elemen kunci dan penghubung antara pelanggan dengan perusahaan serta menunjukkan bahwa karakteris dan perilaku *salespeople* adalah komponen kunci dari keseluruhan evaluasi kualitas pelayanan pelanggan
3. *Salespromotion* berpengaruh terhadap *Consumer Saticfaction*, ini berarti bahwa kepuasan pelanggan dapat timbul karena peritel dalam mengoperasionalkan kepuasan pelanggan dengan cara membandingkan persepsi konsumen mengenai suatu pengalaman dengan harapan mereka
4. *Assortment* berpengaruh terhadap *Customer satisfaction*, hal ini berarti bahwa Keberagaman barang yang ada pada toko juga dapat memberikan rasa puas kepada konsumen karena dengan barang yang beragam konsumen dapat dengan bebas memilih barang apa saja yang nantinya akan dibeli di toko tersebut.
5. *Customer satisfaction* berpengaruh terhadap *trust*, ini berarti bahwa Kepuasan atau hubungan antara persepsi pelanggan dan harapan yang utama ialah kepercayaan, yang pada gilirannya akan menentukan kesetiaan pelanggan dalam sebuah hubungan *typologies evolutionary model*
6. *Trust* berpengaruh terhadap *loyalty*, ini berarti bahwa kepercayaan konsumen terhadap suatu produk atau merek itu sangat berhubungan dengan loyalitas.

Tanpa adanya rasa percaya terhadap produk atau merek tersebut maka konsumen tersebut tidak akan loyal terhadap produk atau merek tersebut.

6.2. Saran

Sebagai implikasi dari hasil penelitian ini, dapat dikemukakan beberapa saran sebagai berikut:

1. *Body Shop* agar meningkatkan komunikasi pemasaran secara efektif sampai dan diterima oleh konsumen, sehingga nantinya dapat mempengaruhi perilakunya. Misalnya, dari tidak mau membeli menjadi perilaku beli, dari tidak suka menjadi suka, dari tidak tahu menjadi tahu, dan sebagainya
2. *Body Shop* meningkatkan kepercayaan dan kepuasan pelanggan terhadap *Body Shop*, karena kepuasan pelanggan tidak hanya lebih penting daripada kepercayaan pelanggan, tetapi juga secara langsung mempengaruhi loyalitas pelanggan kepada toko.
3. *Body Shop* melakukan strategi penjualan dengan melibatkan media ataupun nonmedia yang ditekankan pada pemasaran produk dalam jangka waktu yang terbatas dengan tujuan untuk meningkatkan permintaan konsumen.
4. *Body Shop* harus melakukan promosi yang terus menerus, sehingga nantinya konsumen akan mengerti akan produk di *Body Shop*, sehingga nantinya akan menginformasikan kepada orang lain untuk pergi ke *Body shop*.

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