

BAB V

PENUTUP

5.1 Kesimpulan

Penelitian ini bertujuan menguji pengaruh *servicescape* terhadap keputusan pembelian ulang. Berdasarkan hasil penelitian dan pembahasan yang telah disajikan dalam bab sebelumnya, maka dapat ditarik kesimpulan sebagai berikut: (1) Niat pembelian ulang berpengaruh signifikan terhadap keputusan pembelian ulang (2) Niat pembelian ulang tidak memediasi hubungan antara kualitas persepsian dan keputusan pembelian ulang (3) Kepuasan persepsian berpengaruh signifikan terhadap niat pembelian ulang (4) Kepuasan persepsian memediasi hubungan antara kualitas persepsian dan niat pembelian ulang (5) Kualitas persepsian berpengaruh signifikan terhadap kepuasan persepsian dan, (6) Kualitas persepsian berpengaruh signifikan terhadap niat pembelian ulang.

5.2 Keterbatasan penelitian dan saran untuk riset kedepan

Penelitian ini memiliki keterbatasan yaitu pertama, penelitian ini meneliti keputusan pembelian ulang dalam konteks kesiapan untuk membeli (*Readiness to buy*). Jadi keputusan untuk membeli ulang harus dimaknai sebagai kesiapan membeli ulang, dan tidak sampai pada keputusan pembelian ulang aktual/sebenarnya. Kedua, responden pada penelitian ini tidak memenuhi jumlah klaster yang telah ditentukan karena kusioner disebar secara online sehingga peneliti tidak mampu membatasi jumlah responden pada masing-masing klaster akibat faktor-faktor yang tidak terantisipasi yaitu pandemik.

Ketiga, penelitian ini mengungkapkan sedikit faktor-faktor yang memengaruhi keputusan pembelian ulang. Penelitian serupa dimasa yang akan datang sebaiknya pertama peneliti perlu meneliti sampai pada keputusan pembelian ulang berupa keputusan pembelian aktual dengan konsekuensi datanya berupa data nominal (membeli atau tidak membeli ulang) dan teknik analisis datanya menggunakan regresi logistic. Kedua, mengakomodasikan keragaman penelitian sampel dengan jumlah klaster yang sudah ditentukan dan ketiga, dapat menerangkan faktor yang mempengaruhi keputusan pembelian ulang lebih luas agar didapatkan generalisasi hasil yang lebih baik.

5.3 Implikasi manajerial

Saran-saran yang dapat disampaikan berdasarkan hasil penelitian Bagi pihak manajemen *caffé Grandis Barn* Surakarta sebagai berikut:

1. Pelayanan *servicescape* merupakan faktor kuat untuk mendorong konsumen berniat melakukan pembelian ulang namun konsumen tidak menjadikan *servicescape* sebagai alasan utama untuk melakukan pembelian ulang. Berdasarkan hal tersebut, perlu bagi pemasar tetap memperhatikan kesesuaian harga terhadap kenyamanan tempat dan cita rasa makanan untuk meningkatkan reputasi. Hal ini tidak hanya terjadi pada *Grandis Barn* tetapi juga terjadi pada bisnis yang lain.
2. Pemasar perlu membuat konsumen puas untuk memperkuat niat melakukan pembelian ulang. Hal tersebut dapat dibentuk dengan memberikan fasilitas yang baik seperti kebersihan tempat, menghindari kebisingan ruangan, memperhatikan tata letak kursi ruangan, pencahayaan lampu, dan suhu

ruangan serta cepat tanggap dalam memberikan pelayanan berupa tindakan maupun respon yang baik.

3. Fasilitas *servicescape* merupakan fasilitas yang mulai diperhatikan juga oleh *caffe-caffe* saat ini demi menarik pengunjung untuk datang sehingga, agar tetap mampu bersaing pemasar harus memberikan pelayanan *servicescape* yang unik misal dengan memperbarui ruangan dan menu dengan tetap memperhatikan perkembangan pasar.

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Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

Yth. Bapak/Ibu/Saudara responden yang saya hormati, Saya sedang melakukan penelitian sebelumnya saya memohon maaf mengganggu waktunya untuk melakukan pengisian kuesioner penelitian ini. Kuesioner ini berhubungan dengan keputusan pembelian ulang dalam bisnis kuliner. Hasil Kuesioner dan data responden ini tidak untuk dipublikasikan, melainkan untuk kepentingan penelitian semata.

Salam,
Eka Nasmita

***Centang salah satu (√)**

Nama : (*Boleh Tidak Di isi*)

Umur : < 20 tahun 27-29 tahun 30-32 tahun
 21-23 tahun 24-26 tahun

Jenis Kelamin : Laki-Laki Perempuan

Jenjang Pendidikan : SMP D2 S1
 SMA D3 S2
 D1 D4 Profesi

Asal Kecamatan : Banjarsari
 Jebres
 Laweyan
 Pasar Kliwon
 Serengan

PETUNJUK PENGISIAN KUESIONER :

Mohon untuk memberikan tanda (√) pada setiap pernyataan yang tersedia

Keterangan : SS = Sangat Setuju

TS = Tidak Setuju

S = Setuju

STS = Sangat Tidak Setuju

CS = Cukup Setuju

PERNYATAAN	STS	TS	CS	S	SS
Keputusan Pembelian Ulang					
1. Saya akan kembali ke Grandis Barn untuk menikmati desain bangunan di Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Saya memutuskan kembali berkunjung untuk menikmati fasilitas di Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Saya akan berkunjung kembali dan membutuhkan uang, waktu, dan peluang untuk berkunjung kembali ke Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Niat Pembelian Ulang					
1. Saya berencana berkunjung kembali ke Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Saya berharap dapat menikmati kembali suasana sejuk di Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Saya ingin merasakan kembali suasana ruangan di grandis barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Saya akan sering berkunjung kembali untuk menikmati fasilitas di Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kepuasan Persepsian					
1. Saya puas dengan desain tata letak kursi dan meja di Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Saya puas terhadap kebersihan di Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Saya merasa pelayanan di Grandis Barn memenuhi harapan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kualitas Persepsian					
1. Saya menikmati fasilitas musik yang tersedia di Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Saya merasa senang dengan warna pencahayaan lampu di Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Saya senang menggunakan fasilitas spot foto yang tersedia di Grandis Barn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Saya merasa desain di Grandis Barn lebih menarik dari pada caffe lain di kota Solol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Lampiran 2. Data Tabulasi

Data Tabulasi Responden

KPU1	KPU2	KPU3	NPU1	NPU2	NPU3	NPU4	KEP1	KEP2	KEP3	KP1	KP2	KP3	KP4
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Lampiran 3. Hasil Uji Validitas Kuesioner

	Component			
	1	2	3	4
kpu1	.862			
kpu2	.857			
kpu3	.684			
npu1			.648	
npu2			.834	
npu3			.713	
kep1				.707
kep2				.721
kep3				.707
kp2		.628		
kp3		.836		
kp4		.710		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Component	1	2	3	4
1	.423	.535	.542	.491
2	.893	-.332	-.288	-.091
3	.093	.777	-.482	-.394
4	-.117	.017	-.625	.771

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Lampiran 4. Hasil Uji Reliabilitas Kuesioner

Uji Reliabilitas kusioner dalam variabel keputusan pembelian ulang (KPU)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.737	.741	3

Item Statistics

	Mean	Std. Deviation	N
kpu1	4.29	.598	200
kpu2	4.18	.645	200
kpu3	4.18	.645	200

Inter-Item Correlation Matrix

	kpu1	kpu2	kpu3
kpu1	1.000	.688	.415
kpu2	.688	1.000	.360
kpu3	.415	.360	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
kpu1	8.35	1.133	.669	.505	.530
kpu2	8.47	1.094	.616	.480	.585
kpu3	8.47	1.305	.421	.183	.814

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.64	2.342	1.530	3

Uji Reliabilitas kusioner dalam variabel niat pembelian ulang (NPU)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.625	.640	3

Item Statistics

	Mean	Std. Deviation	N
npu1	4.26	.585	200
npu2	4.34	.475	200
npu3	4.32	.554	200

Inter-Item Correlation Matrix

	npu1	npu2	npu3
npu1	1.000	.483	.185
npu2	.483	1.000	.450
npu3	.185	.450	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
npu1	8.66	.770	.378	.234	.616
npu2	8.57	.769	.606	.368	.312
npu3	8.59	.835	.352	.204	.642

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.91	1.499	1.224	3

Uji reliabilitas kusioner dalam variabel kepuasan persepsian (KEP)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.601	.605	3

Item Statistics

	Mean	Std. Deviation	N
kep1	4.21	.606	200
kep2	4.14	.555	200
kep3	4.03	.617	200

Inter-Item Correlation Matrix

	kep1	kep2	kep3
kep1	1.000	.453	.265
kep2	.453	1.000	.296
kep3	.265	.296	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
kep1	8.16	.892	.439	.224	.455
kep2	8.24	.947	.470	.238	.419
kep3	8.34	.981	.328	.109	.622

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.38	1.763	1.328	3

Uji reliabilitas kusoner dalam variabel kualitas persepsian

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.602	.614	3

Item Statistics

	Mean	Std. Deviation	N
kp2	4.22	.544	200
kp3	4.30	.491	200
kp4	4.28	.584	200

Inter-Item Correlation Matrix

	kp2	kp3	kp4
kp2	1.000	.386	.136
kp3	.386	1.000	.517
kp4	.136	.517	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
kp2	8.57	.879	.287	.154	.675
kp3	8.50	.724	.601	.368	.240
kp4	8.52	.743	.381	.272	.555

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.80	1.467	1.211	3

Lampiran 5. Hasil Uji Normalitas

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	
kpu3	3.000	5.000	-.180	-1.037	-.662	-
kpu2	3.000	5.000	-.180	-1.037	-.662	-
kpu1	3.000	5.000	-.207	-1.197	-.597	-
npu1	3.000	5.000	-.109	-.631	-.489	-
npu2	4.000	5.000	.676	3.900	-1.544	-
npu3	3.000	5.000	-.031	-.178	-.650	-
kp2	3.000	5.000	.093	.539	-.235	-
kp3	3.000	5.000	.485	2.799	-.849	-
kp4	3.000	5.000	-.130	-.753	-.537	-
kep3	3.000	5.000	-.018	-.103	-.367	-
kep2	3.000	5.000	.049	.282	.046	-
kep1	3.000	5.000	-.135	-.777	-.488	-
Multivariate					1.313	

Lampiran 6. Uji Hipotesis

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KEP <--- KP	.512	.134	3.807	***	
NPU <--- KEP	.247	.088	2.794	.005	
NPU <--- KP	.193	.087	2.221	.026	
KPU <--- NPU	.552	.184	3.006	.003	
kep1 <--- KEP	1.000				
kep2 <--- KEP	.979	.183	5.351	***	
kep3 <--- KEP	.635	.148	4.291	***	
kp4 <--- KP	1.000				
kp3 <--- KP	1.347	.255	5.290	***	
kp2 <--- KP	.688	.141	4.898	***	
npu3 <--- NPU	1.000				
npu2 <--- NPU	1.522	.283	5.388	***	
npu1 <--- NPU	1.168	.219	5.337	***	
kpu1 <--- KPU	1.000				
kpu2 <--- KPU	.826	.120	6.855	***	
kpu3 <--- KPU	.503	.096	5.242	***	

Lampiran 7. Hasil Uji Regresi

Hasil uji regresi variabel kualitas persepsian terhadap kepuasan persepsian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.297 ^a	.088	.083	.42374

a. Predictors: (Constant), kualitas persepsian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.434	1	3.434	19.126	.000 ^a
	Residual	35.552	198	.180		
	Total	38.986	199			

a. Predictors: (Constant), kualitas persepsian

b. Dependent Variable: kepuasan persepsian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.737	.319		8.584	.000
	kualitas persepsian	.325	.074	.297	4.373	.000

a. Dependent Variable: kepuasan persepsian

Hasil uji regresi variabel kualitas persepsian terhadap niat pembelian ulang

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.320 ^a	.102	.098	.38771

a. Predictors: (Constant), kualitas persepsian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.391	1	3.391	22.559	.000 ^a
	Residual	29.762	198	.150		
	Total	33.153	199			

a. Predictors: (Constant), kualitas persepsian

b. Dependent Variable: niat pembelian ulang

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.924	.292		10.024	.000
	kualitas persepsian	.323	.068	.320	4.750	.000

a. Dependent Variable: niat pembelian ulang

Hasil uji regresi variabel kepuasan persepsian terhadap niat pembelian ulang

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345 ^a	.119	.115	.38402

a. Predictors: (Constant), kepuasan persepsian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.955	1	3.955	26.816	.000 ^a
	Residual	29.199	198	.147		
	Total	33.153	199			

a. Predictors: (Constant), kepuasan persepsian

b. Dependent Variable: niat pembelian ulang

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.990	.255		11.717	.000
	kepuasan persepsian	.318	.062	.345	5.178	.000

a. Dependent Variable: niat pembelian ulang

Hasil uji regresi peran mediasi kepuasan persepsian terhadap kualitas persepsian dan niat pembelian ulang

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414 ^a	.171	.163	.37350

a. Predictors: (Constant), kualitas persepsian , kepuasan persepsian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.671	2	2.836	20.327	.000 ^a
	Residual	27.482	197	.140		
	Total	33.153	199			

a. Predictors: (Constant), kualitas persepsian , kepuasan persepsian

b. Dependent Variable: niat pembelian ulang

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.231	.329		6.777	.000
	kepuasan persepsian	.253	.063	.275	4.043	.000
	kualitas persepsian	.241	.069	.238	3.508	.001

a. Dependent Variable: niat pembelian ulang

Hasil uji regresi kualitas persepsian terhadap keputusan pembelian ulang

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.113 ^a	.013	.008	.50816

a. Predictors: (Constant), kualitas persepsian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.659	1	.659	2.550	.112 ^a
	Residual	51.128	198	.258		
	Total	51.787	199			

a. Predictors: (Constant), kualitas persepsian

b. Dependent Variable: Keputusan pembelian ulang

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.605	.382		9.430	.000
	kualitas persepsian	.142	.089	.113	1.597	.112

a. Dependent Variable: Keputusan pembelian ulang

Hasil uji regresi pengaruh pembelian ulang terhadap keputusan pembelian ulang

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.152 ^a	.023	.018	.50551

a. Predictors: (Constant), niat pembelian ulang

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.190	1	1.190	4.655	.032 ^a
	Residual	50.597	198	.256		
	Total	51.787	199			

a. Predictors: (Constant), niat pembelian ulang

b. Dependent Variable: Keputusan pembelian ulang

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.398	.379		8.954	.000
	niat pembelian ulang	.189	.088	.152	2.158	.032

a. Dependent Variable: Keputusan pembelian ulang

Lampiran 8. Hasil *Uji Goodness Of Fit***Model Fit Summary****CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	28	71.615	50	.024	1.432
Saturated model	78	.000	0		
Independence model	12	558.931	66	.000	8.469

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.019	.946	.916	.607
Saturated model	.000	1.000		
Independence model	.069	.634	.568	.537

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.872	.831	.958	.942	.956
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.758	.661	.724
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	21.615	3.070	48.162
Saturated model	.000	.000	.000
Independence model	492.931	421.183	572.149

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.360	.109	.015	.242
Saturated model	.000	.000	.000	.000
Independence model	2.809	2.477	2.116	2.875

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.047	.018	.070	.569
Independence model	.194	.179	.209	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	127.615	131.529	219.968	247.968
Saturated model	156.000	166.903	413.269	491.269
Independence model	582.931	584.609	622.511	634.511

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.641	.548	.775	.661
Saturated model	.784	.784	.784	.839
Independence model	2.929	2.569	3.327	2.938