

BAB 8

KESIMPULAN DAN SARAN

8.1. Kesimpulan

Setelah merancang model *marketing activity* untuk produk elektronik pada Toko Langgeng Jaya Elektronik, adapun kesimpulan yang dapat menjawab tujuan dari penelitian ini.

- a. Terdapat empat jenis produk yaitu televisi tabung dari Polytron 21 *inch* seri 52UV81M, televisi LED Polytron 22 D 900, kulkas Panasonic NRA 179 dan, mesin cuci SHARP 96 ES-T96CL yang menjadi produk yang akan dibuat modelnya
 - i. Televisi tabung Polytron 21 *inch* seri 52UV81M terdapat tiga variabel laten yang berpengaruh. Dua diantaranya X1 (*Product Retail to Customer*) dan X8 (*Product Manufacture to Retail*) bersifat *direct effect* sedangkan X10 (*Promotion Manufacture to Retail*) *indirect effect*. Ketiga variabel laten tersebut memiliki tiga masing-masing indikator.
 - ii. Televisi LED Polytron 22 D 900 terdapat empat variabel laten yang berpengaruh. Dua diantaranya X1 (*Product Retail to Customer*) dan X8 (*Product Manufacture to Retail*) bersifat *direct effect* sedangkan X4 (*Place Manufacture to Retail*) X10 (*Promotion Manufacture to Retail*) *indirect effect*. Keempat variabel laten tersebut memiliki masing-masing tiga indikator kecuali X8 dengan empat indikator.
 - iii. Kulkas Panasonic NRA 179 terdapat tiga variabel laten yang berpengaruh. Baik variabel laten maupun indikatornya sama dengan yang digunakan pada model Televisi LED Polytron 22 D 900.
 - iv. Mesin cuci SHARP 96 ES-T96CL terdapat tiga variabel laten yang berpengaruh. Dua diantaranya X1 (*Product Retail to Customer*) dan X8 (*Product Manufacture to Retail*) bersifat *direct effect* sedangkan X10 (*Promotion Manufacture to Retail*) *indirect effect*. Ketiga variabel laten tersebut memiliki masing-masing tiga indikator kecuali X8 dengan empat indikator.
- b. Model yang dirancang selanjutnya mengalami evaluasi baik *outer* maupun *inner model*. Secara keseluruhan evaluasi *outer model* belum cukup baik mendefinisikan bagaimana setiap blok indikator berhubungan dengan variabel

latennya. Sedangkan *inner model* sudah cukup baik menggambarkan hubungan antar variabel laten berdasarkan pada *substantive theory*.

i. Evaluasi *outer model*

1. *Convergent validity*, tidak terdapat nilai *loading* di bawah aturan pada keempat model yang sudah dirancang. Jadi secara keseluruhan korelasi antar item atau indikator sudah baik.
2. *Discriminant validity*, dari keempat model yang dirancang hanya model produk mesin cuci SHARP 96 ES-T96CL yang lolos syarat nilai AVE . Selain itu pada keempat model, korelasi antar variabel laten sudah dapat diukur secara tepat oleh masing-masing indikatornya.
3. *Composite reliability*, pengukuran dengan nilai CR diperoleh keempat model belum memenuhi syarat (tidak *reliable*) sedangkan dari pengukuran *Cronbach's alpha* tidak digunakan karena bersifat *lower bound estimate*.

ii. Evaluasi *inner model*

1. Nilai *R-square* (R^2) dari keempat model secara berurutan yakni model Televisi tabung Polytron 21 *inch* seri 52UV81M dengan nilai 19.4%, Televisi LED Polytron 22 D 900 dengan nilai 2.7%, kulkas Panasonic NRA 179 dengan nilai 33% dan, mesin cuci SHARP 96 ES-T96CL dengan nilai 20.2%. Keseluruhan keempat model variabel latennya belum dapat menjelaskan *consumer behaviour* bahkan melebihi 50%. Dengan begitu masih banyak faktor selain *marketing activity* yang dapat memengaruhi *consumer behaviour*.
2. Nilai *Goodness of Fit* (GoF) untuk keempat model yang tergolong baik hanya pada model televisi tabung sebesar 0.369 (≥ 0.36). Untuk tiga model lainnya tergolong sedang yaitu televisi LED 0.15, mesin cuci 0.318 dan, kulkas 0.284.

8.2. Saran

Saran yang diberikan untuk penelitian selanjutnya adalah pertimbangan penggunaan indikator yang lebih baik agar dapat mengukur variabel latennya lebih baik lagi. Berhubung kuesioner pada penelitian ini masih dalam tahap pengembangan dapat dilihat banyak ketidaksesuaian yang terjadi saat evaluasi model serta minimnya penelitian terdahulu mengenai topik serupa menyebabkan teori yang digunakan pada penelitian ini tergolong lemah.

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LAMPIRAN SOFTCOPY

Lampiran 1: Rekap Data

Nama *folder* : LampiranSoftcopy_130607460

Nama *file* : Rekap Data

Format file : Microsoft Excel Worksheet (.xlsx)

Lampiran 2: Model

Nama *folder* : LampiranSoftcopy_130607460

Nama *file* : Model 1 s/d 4

Format file : WarpPLS 5.0 project file (.prj)

Lampiran 3: Output Model

Nama *folder* : LampiranSoftcopy_130607460

Nama *file* : Output Model 1 s/d 4

Format file : Text document (.txt)

Lampiran 4: 3 Uji (normal, realibility, validity)

Nama *folder* : LampiranSoftcopy_130607460

Nama *file* : 3 Uji (Normal, realibility, validity)

Format file : SPSS Statistic Data Document (.sav)

Lampiran 5: Output 3 uji (normal, realibility, validity)

Nama *folder* : LampiranSoftcopy_130607460

Nama *file* : Output 3 uji (Normal, realibility, validity)

Format file : SPSS Statistic Output Document (.spv)

LAMPIRAN CETAK

[illegible]

Gambar 1. Data Stok Televisi Tabung Polytron 21 *inch* seri 52UV81M

ABCDEFGHIJKLMN OPQRSTU VWXYZ

KARTU STOCK

JENIS BARANG : LED POLYTRON
SATUAN : PLD 22 D 900

HARGA :
NO. KARTU :

TANGGAL	NO. BON	KETERANGAN	MASUK	KELUAR	SISA
23/10/14		RAHAYU AEKJ	3	-	3
13/11/14		Bp. Hartanto	-	1	2
14/11/14		RAHAYU AELL	3	-	5
14/11/14		Retur Rahayu	-	1	4
20/11/14		Bp. Surjadi	-	1	3
19/11/14		Bp. Soto	-	1	2
07/03/15		Bp. HERU	-	1	1
25/03/15		Rahayu AERL	2	-	3
02/06/15		Bp. Ratyanto	-	1	2
01/07/15		Fahmi	-	1	1
04/10/15		Bp. Heri	-	1	-
07/10/15		RAHAYU AEFJ	2	-	2
01/11/15		Bp. Ari Wahyono	-	1	1
15/11/15		Pemerintah Desa BTD	-	1	-
2/12/15		RAHAYU AJEL	2	-	2
24/12/15		Mur Sulistyani	-	1	1
1/01/16		Suliyono	-	1	-
05/01/16		RAHAYU AJEJ	3	-	3
17/01/16		Muriyanto	-	2	1
03/02/16			-	1	-
07/2/16		Rahayu AJEJ	2	-	2
26/02/16		Bapak Dwi	-	1	1
6/3/16		Mb. Yeni	-	1	-
08/3/16		Rahayu AJEL	3	-	3
10/3/16		Pariyuni	-	1	2
16/3/16		Tirta Kencana	-	1	1
27/3/16		Bp. Purnika	-	1	-

PRODUCT

Gambar 2. Data Stok Televisi LED Polytron 22 D 900

Kartu Stock Barang					
Jenis Barang : KULKAS PANASONIC		KARTU No.			
Satuan : PIR A 179					
Tgl	BON No.	TERIMA DARI	Masuk	Keluar	Sisa
8/8/15		PAHAYU A3P2	3	-	3
10/8/15		ALESHA	-	1	2
05/9/15		Bp. Hadisyon	-	1	1
05/9/15		Bp. Sunaryo	-	1	-
15/9/15		PAHAYU A2T2	2	-	2
1/11/15		Bp. Ari	-	1	1
30/12/15		Sambit A2B2Syon	-	1	-
25/01/16		PAHAYU A2KL	2	-	2
14/02/16		Palembara	-	1	1
21/4/16		Bp. Mursito	-	1	-
02/5/16		PAHAYU AJJL	1	-	1
02/5/16		IMAM	-	1	-
31/5/16		PAHAYU AJEL	2	-	2
12/6/16		Bp. Yusuf	-	1	1
17/6/16		ANDI	-	1	-
6/8/16		PAHAYU	3	-	3
09/8/16		MARSUKI	-	1	2
17/8/16		Bp. ANTO	-	1	1
27/8/16		ATLIS	-	1	0

Gambar 3. Data Stok Kulkas Panasonic NRA 179

KARTU STOCK					
JENIS BARANG : EST 96 CL			HARGA :		
SATUAN : M.cuci SHARP			NO. KARTU :		
TANGGAL	NO. BON	KETERANGAN	MASUK	KELUAR	SISA
11/11/14		MAHKOTA AYYL	1	-	1
13/11/14		BP. AGUS	-	1	-
14/12/14		RAHAYU AVEL	3	-	3
16/12/14		IBU ISTI	-	1	2
23/12/14		ATTO	-	1	1
27/12/14		IBU. Kunti	-	1	-
07/01/15		RAHAYU AYYL	3	-	3
17/01/15		Maratio	-	1	2
14/02/15		BP. EDI AU	-	1	1
26/05/15		RAHAYU	-	1	-
26/05/15		Rahayu AYYL	2	-	2
03/06/15		BP SARI	-	1	1
09/06/15		Rahayu AYYL	3	-	4
19/07/15		BP. Sargio	-	1	3
10/10/15		Maryanto	-	1	2
22/10/15		IBU Rika	-	1	1
26/10/15		TOYO SURYA	-	1	-
25/01/16		RAHAYU ATE3	2	-	2
02/2/16		POPT	-	1	1
08/2/16		IBU YOKOK	-	1	-
29/2/16		AYEL	2	-	2
18/4/16		BP Manto	-	1	1

Gambar 4. Data Stok Mesin cuci SHARP 96 ES-T96C