

CHAPTER V

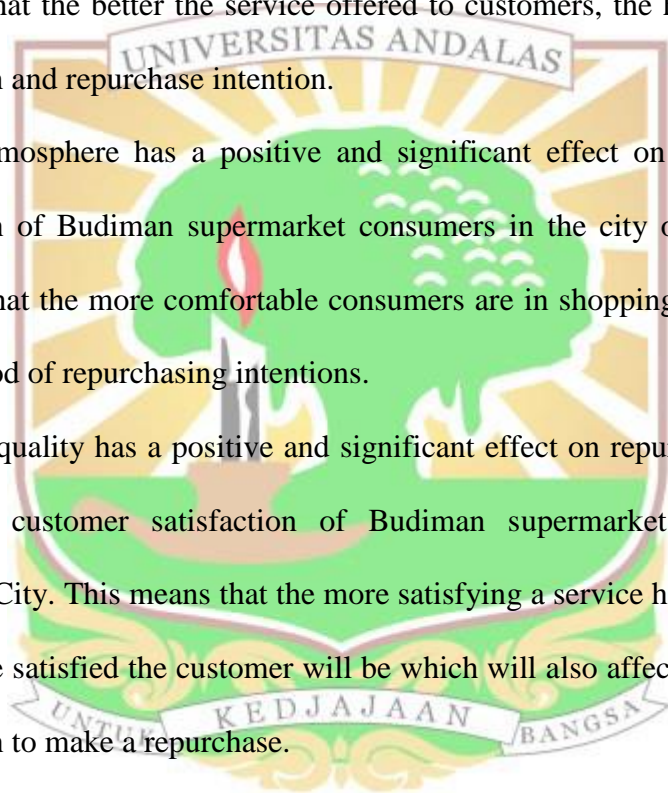
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5.1 Conclusion

This study uses quantitative research with primary data. Research data was obtained through distribution to questionnaires with the help of Google Forms to respondents with criteria. These criteria are the people of the city of Padang, knowing information about Budiman supermarkets, and have made purchases at Budiman supermarkets. This study aims to determine the effect of service quality and store atmosphere on repurchase intention through customer satisfaction. There are 7 hypotheses in this study, then an analysis will be carried out using the SmartPLS 4.0 application through tests such as descriptive statistical measurement outer models (convergent validity, discriminant validity and reliability tests), and inner model measurements (R-Square and T-tests). Based on the results of the research that the researchers have done, conclusions can be drawn, including:

1. Service quality has a positive and significant effect on customer satisfaction of Budiman supermarket consumers in the city of Padang. This means that the more satisfying a service is, the more satisfied the customer will be.
2. Store atmosphere has a positive and significant effect on customer satisfaction of Budiman supermarket consumers in Padang City. This means that the more comfortable the atmosphere of the store, the more satisfied and comfortable the customer will be.

3. Customer satisfaction has a positive and significant effect on the repurchase intention of Budiman supermarket consumers in the city of Padang. This means that the higher the level of customer satisfaction, the higher the consumers intention to make a repurchase.
4. Service quality has a positive and significant effect on the repurchase intention of Budiman supermarket consumers in the city of Padang. This means that the better the service offered to customers, the higher customer retention and repurchase intention.
5. Store atmosphere has a positive and significant effect on the repurchase intention of Budiman supermarket consumers in the city of Padang. This means that the more comfortable consumers are in shopping, the higher the likelihood of repurchasing intentions.
6. Service quality has a positive and significant effect on repurchase intention through customer satisfaction of Budiman supermarket consumers in Padang City. This means that the more satisfying a service has been offered, the more satisfied the customer will be which will also affect the consumers intention to make a repurchase.
7. Store atmosphere has a positive and significant effect on repurchase intention through customer satisfaction of Budiman supermarket consumers in Padang City. This means that the more comfortable the atmosphere of the store, the more satisfied the customer will be and will also affect the consumers intention to make a repurchase.



8. Based on the questionnaire data, there were female respondents who were more dominant than male respondents. The number of female respondents who answered the questionnaire was 157 with a percentage of 62.8%. This means that women have a higher interest in making purchases. Consumers with an age range of 21-25 years often make purchases at the Budiman supermarket in Padang City. And the majority of respondents with student status are young people who have a high level of consumption.

5.2 Research Implications

From the research results obtained, there are several implications:

1. Theoretical implications

- a. Budiman supermarkets must improve services from other supermarkets to increase customer satisfaction and at the same time arouse consumer desire to make repeat purchases. Budiman supermarkets need to provide education to employees on how to increase the responsiveness of their employees, for example by conducting training for employees to assess their skills. Then, expanding the parking area at several points where the Budiman supermarket branch lacks parking spaces. Budiman must maintain service quality because not all consumers can find products easily, they will definitely experience difficulties and confusion, therefore employees must have empathy for consumers by giving individual attention.
- b. Budiman Supermarkets must pay attention to the store environment in the product layout that adjusts the category. Budiman supermarkets can make a signboard that hangs above with category descriptions according to product

needs so that consumers are not confused about finding products. Budiman must pay attention to a convenient location point when he wants to open a new branch so that it is easily accessible to the public. Budiman needs to modify the door, for example a manual door can be replaced with an automatic door. And for some branch stores where it is not possible to use automatic doors, they can be decorated to make it look more attractive.

2. Practical implications

It is hoped that the results of the research can be used as feedback for Budiman supermarkets. As a company, it's a good idea for Budiman Swalayan to improve its service and environmental atmosphere to increase customer satisfaction and repurchase intention. By improving service to customers and increasing consumer convenience when shopping, then customers will feel satisfied. And consumers will very likely intend to make purchases back to Budiman supermarkets.

5.3 Research Limitations

In this study, the researcher realizes that this research has shortcomings and limitations in conducting this research, namely:

1. This research was only conducted on consumers in the city of Padang, so that consumers who have purchased Budiman supermarkets outside Padang City have not been reached for research with the aim of evaluating Budiman supermarkets.
2. This research is only disseminated online via WhatsApp and Instagram. This causes an uneven assessment of all Budiman supermarket branches in

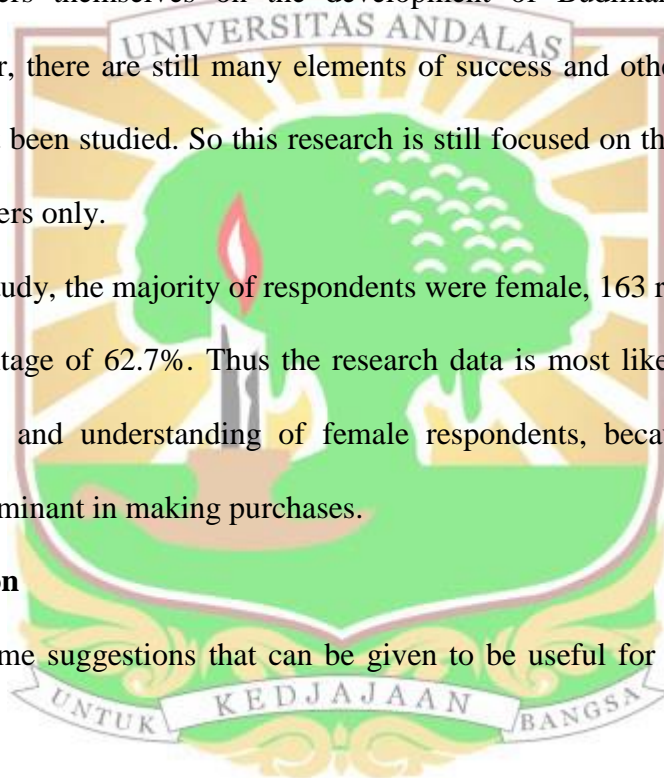
the city of Padang. And the results of the data used in this study can be subjective because the answers to the questionnaire depend on the opinion of each respondent.

3. This study only discusses 2 factors, namely service quality and store atmosphere which can affect repurchase intention through the level of customer satisfaction. This is based on research conducted by the researchers themselves on the development of Budiman supermarkets. However, there are still many elements of success and other variables that have not been studied. So this research is still focused on the preferences of researchers only.
4. In this study, the majority of respondents were female, 163 respondents with a percentage of 62.7%. Thus the research data is most likely based on the opinions and understanding of female respondents, because women are more dominant in making purchases.

5.4 Suggestion

As for some suggestions that can be given to be useful for further research namely:

1. For further research, it is expected to be able to examine other variables that have not been studied in this study to find out which variables have the greatest influence. And examine some of the problems that are factors to be examined in internal and external aspects.
2. It is hoped that further research can broaden the scope of the consumers studied, namely consumers of Budiman supermarkets in West Sumatra so



that they can be used as material for developing the best supermarkets and can compete with other brands.

3. It is hoped that further research is recommended to distribute questionnaires offline, so that the distribution of questionnaires is evenly distributed for every branch of Budiman Supermarket in Padang City.
4. For further research, it is hoped that this research can develop more complex research using complex population research as well.

