

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil data yang telah diolah maka dapat disimpulkan:

1. *Perceived scarcity* berpengaruh positif secara signifikan terhadap *eco-anxiety affective symptoms* pada merek kendaraan listrik di Surabaya.
2. *Perceived scarcity* berpengaruh positif secara signifikan terhadap *eco-anxiety rumination* pada merek kendaraan listrik di Surabaya.
3. *Perceived scarcity* berpengaruh positif secara signifikan terhadap *eco-anxiety behavioural symptoms* pada merek kendaraan listrik di Surabaya.
4. *Perceived scarcity* berpengaruh positif secara signifikan terhadap *eco-anxiety anxiety about personal impact* pada merek kendaraan listrik di Surabaya.
5. *Eco-anxiety affective symptoms* tidak berpengaruh positif secara signifikan terhadap *attitudinal loyalty* pada merek kendaraan listrik di Surabaya.
6. *Eco-anxiety rumination* berpengaruh positif secara signifikan terhadap *attitudinal loyalty* pada merek kendaraan listrik di Surabaya.
7. *Eco-anxiety behavioural symptoms* tidak berpengaruh positif secara signifikan terhadap *attitudinal loyalty* pada merek kendaraan listrik di Surabaya.

8. *Eco-anxiety anxiety about personal impact* tidak berpengaruh positif secara signifikan terhadap *attitudinal loyalty* pada merek kendaraan listrik di Surabaya.

5.2 Keterbatasan Penelitian

Terlepas dari kontribusi penelitian ini untuk literatur pemasaran, penelitian ini memiliki keterbatasan.

1. Ruang lingkup penelitian dibatasi hanya pada hubungan antara *eco-anxiety* dan variabel lain dalam konteks Indonesia dimana penelitian lebih lanjut dapat menggali isu lingkungan global dan isu lingkungan spesifik di suatu negara yang dapat mempengaruhi keputusan pembelian. Hal ini akan membantu perusahaan bertindak secara khusus dalam menanggapi isu lingkungan (Smith et al., 2017).
2. Penelitian ini menggunakan *non-probability sampling* sehingga membatasi generalisasi hasil penelitian. Studi selanjutnya dapat mempertimbangkan pengambilan sampel probabilitas untuk generalisasi yang lebih luas dari hasil penelitian.
3. Penelitian ini berfokus pada merek kendaraan listrik, menunjukkan bahwa penelitian di masa depan perlu mempertimbangkan merek atau produk lain yang dapat mengurangi masalah lingkungan (misalnya, pembangkit tenaga surya dan pembangkit tenaga angin).
4. Penelitian ini merupakan penelitian pertama yang mengkaji determinan dimensi *eco-anxiety* dan hanya berfokus pada kelangkaan yang dirasakan

(Hogg et al., 2021; Omar et al., 2021). Dengan demikian, penelitian selanjutnya perlu menggali variabel lain yang berpotensi mempengaruhi empat dimensi *eco-anxiety*.

5. Penelitian ini juga merupakan penelitian pertama yang menguji dampak dimensi *eco-anxiety* terhadap loyalitas sikap seperti yang dilakukan oleh Batouei et al. (2019) berfokus pada kecemasan umum dan loyalitas, dan Batouei et al. (2019) berfokus pada emosi negatif dan loyalitas. Penelitian lebih lanjut perlu mengkaji dampak empat dimensi *eco-anxiety* terhadap variabel lain untuk lebih mendalami penelitian tentang *eco-anxiety*.
6. Penelitian ini memiliki dua indikator *eco-anxiety* yang memiliki hasil *loading factor* dibawah 0,708 yaitu ECA04 sebesar 0,673 dan ECA09 sebesar 0,703.

5.3 Saran

Bagi Peneliti Selanjutnya

Pertama, peneliti selanjutnya diharapkan dapat mengembangkan variabel lain untuk mengkaji lebih dalam penelitian tentang *eco-anxiety*. Kedua, diharapkan dapat mempertimbangkan untuk melakukan penelitian tentang produk ramah lingkungan lain yang dapat mengurangi permasalahan lingkungan. Ketiga, peneliti selanjutnya diharapkan dapat melakukan penelitian langsung kepada responden (teknik wawancara dan observasi) untuk mengurangi ketidakpastian data konsumen produk ramah lingkungan.

Bagi Perusahaan Kendaraan Listrik

Pertama, perusahaan harus secara rutin memantau kondisi pasar untuk ketersediaan produk yang sehat. Hal ini karena persepsi kelangkaan produk tersebut dapat membuat konsumen mengalami *eco-anxiety*. Sebagai ilustrasi, perusahaan kendaraan listrik membantu menciptakan lingkungan yang lebih sehat. Perusahaan perlu segera mengisi kekosongan tersebut agar konsumen terhindar dari kecemasan akan dampak negatif dari kerusakan lingkungan. Perusahaan dapat bekerja sama dengan *dealer* yang mendistribusikan kendaraan listrik dalam memantau kelangkaan yang dirasakan. Perusahaan juga dapat membuka saluran komunikasi langsung dengan konsumen melalui media sosial sehingga informasi kelangkaan yang dirasakan dapat terpantau dengan cepat.

Kedua, kecemasan tentang kerusakan lingkungan berpotensi mendorong loyalitas konsumen. Perusahaan kendaraan listrik perlu memantau tingkat kecemasan konsumen secara berkala. Perusahaan kendaraan listrik kemudian dapat menggunakan media promosi (misalnya iklan di situs web, media sosial, atau media luar ruang) dengan pesan yang menegaskan solusi atas kecemasan tentang dampak negatif dari kerusakan lingkungan. Tindakan ini dapat memengaruhi loyalitas pelanggan karena perusahaan mendukung kepedulian pelanggan mereka terhadap kondisi lingkungan.

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