

BAB V

PENUTUP

5.1. Kesimpulan

Penelitian ini dapat disimpulkan bahwa :

1. *Green Trust* berpengaruh signifikan terhadap *Green Buying Behaviour* pada Shopee. Sehingga dapat disimpulkan bahwa semakin konsumen percaya terhadap produk ramah lingkungan, maka semakin tinggi juga perilaku pembelian produk ramah lingkungan pada Shopee.
2. *Green Purchase Intention* berpengaruh signifikan terhadap *Green Buying Behaviour* pada Shopee. Dengan demikian dapat disimpulkan bahwa ketika konsumen mempunyai niat yang tinggi untuk mengonsumsi produk ramah lingkungan maka perilaku konsumen akan semakin tinggi juga dalam mengonsumsi produk ramah lingkungan pada Shopee.
3. *Green Brand Image* berpengaruh signifikan terhadap *Green Buying Behaviour* pada Shopee. Sehingga dapat disimpulkan bahwa ketika produk ramah lingkungan memiliki citra merek yang baik maka konsumen akan melakukan perilaku pembelian produk ramah lingkungan tersebut pada Shopee.
4. *Green Buying Behaviour* berpengaruh signifikan terhadap *Consumer Guilt*. Sehingga dapat disimpulkan bahwa perilaku pembelian produk ramah

lingkungan pada Shopee mengakibatkan konsumen mempunyai rasa bersalah apabila tidak mengonsumsi produk ramah lingkungan tersebut.

5.2. Keterbatasan Penelitian

Berdasarkan penelitian yang telah dilakukan, peneliti menyadari bahwa pada penelitian ini mempunyai keterbatasan. Keterbatasan pada penelitian ini mampu menjadi beberapa faktor agar dapat diperhatikan bagi peneliti - peneliti yang akan datang dalam menyempurnakan penelitiannya, sebagai berikut :

1. Sampel dalam penelitian ini hanya terbatas 130 responden pada daerah Surabaya dan Gresik, sehingga belum dapat mencapai hasil yang maksimal untuk mencakup seluruh masyarakat yang telah melakukan pembelian pada Shopee.
2. Pada pengisian kuesioner, responden lebih didominasi kalangan mahasiswa dan hanya sedikit yang mengisi kuesioner pada karakteristik responden pekerjaan PNS, wiraswasta, dan ibu rumah tangga sehingga peneliti tidak mengetahui seberapa banyak keinginan dan perilaku mereka dalam membeli *green product* pada Shopee.
3. Penyebaran kuesioner dalam bentuk *google form* dan melalui *whatsapp* terkadang menyebabkan beberapa responden lupa untuk mengisi.

5.3. Saran

Berdasarkan hasil penelitian ini didapatkan saran dan masukan yang nantinya dapat digunakan sebagai pertimbangan dalam penelitian selanjutnya.

Adapun beberapa saran yang dapat diberikan diantaranya:

1. Bagi PT Shopee International Indonesia

Diharapkan bagi perusahaan Shopee agar terus dapat mengembangkan kualitas pelayanan dan lebih banyak memberikan beragam produk dan kebutuhan yang dicari oleh konsumen terutama pada produk ramah lingkungan sehingga konsumen merasa keinginan mereka terpenuhi dengan baik.

2. Bagi peneliti selanjutnya

Mengingat bahwa penelitian ini masih jauh dari kata sempurna, maka sebaiknya untuk peneliti selanjutnya lebih berfokus terhadap konsumen dari luar mahasiswa seperti PNS, ibu rumah tangga, wiraswasta, dll. Sehingga dapat diteliti apakah mereka tertarik dengan *green product* yang terdapat di Shopee dan mampu menunjukkan kesadaran konsumen akan tanggung jawab lingkungan sudah meningkat atau tidak.

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