

BAB V

KESIMPULAN DAN SARAN

A. Kesimpulan

Berdasarkan hasil penelitian mengenai pengaruh Stimulus, Organism, dan Respons terhadap perilaku pembelian impulsif pada Generasi Z di Kota Padang, maka dapat ditarik beberapa kesimpulan.

1. Respons (X3) berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif (Y) pada Generasi Z Kota Padang di TikTok Shop. Hal ini dibuktikan dari nilai koefisien jalur sebesar 0,856 dengan nilai t-statistic 12,321 dan p-value 0,000. Hasil tersebut menunjukkan bahwa semakin kuat respons konsumen, seperti dorongan membeli, kesulitan menahan keinginan, serta ketertarikan terhadap berbagai penawaran selama live shopping, maka semakin tinggi pula kecenderungan terjadinya pembelian impulsif. Temuan ini menunjukkan bahwa Generasi Z di Kota Padang cenderung lebih mudah terdorong melakukan pembelian ketika promo disajikan dalam bentuk penawaran terbatas selama live shopping berlangsung. Promo yang dikemas dalam bentuk penawaran terbatas mampu mendorong Generasi Z di Kota Padang melakukan pembelian tanpa perencanaan sebelumnya.
2. Stimulus (X1) menempati urutan kedua dalam memengaruhi perilaku pembelian impulsif (Y), meskipun pengaruhnya belum signifikan secara statistik. Hal ini ditunjukkan oleh nilai koefisien jalur sebesar -0,109, nilai t-statistic 1,339, dan p-value 0,181. Hasil ini memperlihatkan bahwa daya tarik influencer, cara penyampaian informasi, serta tampilan visual saat live streaming mampu menarik perhatian konsumen, namun belum cukup kuat untuk secara langsung mendorong pembelian impulsif. Temuan ini menunjukkan bahwa Generasi Z di Kota Padang cenderung lebih memperhatikan kemampuan influencer dalam menjelaskan produk dibandingkan popularitas atau jumlah pengikut yang dimiliki. Kondisi tersebut memperlihatkan bahwa konsumen digital mulai lebih mempertimbangkan kualitas informasi dibandingkan citra popularitas semata.
3. Organism memiliki pengaruh paling kecil terhadap perilaku pembelian impulsif. Hal ini terlihat dari nilai koefisien jalur sebesar -0,013, dengan t-statistic 0,159

dan p-value 0,874. Hasil ini menunjukkan bahwa kondisi internal konsumen, seperti perasaan senang, nyaman, dan terhibur selama mengikuti live shopping, belum mampu secara langsung mendorong pembelian impulsif. Temuan ini menunjukkan bahwa Generasi Z di Kota Padang tetap mempertimbangkan kebutuhan dan kondisi keuangan sebelum melakukan pembelian meskipun menikmati suasana interaktif dan hiburan dalam live shopping. Kondisi tersebut memperlihatkan bahwa keputusan pembelian tidak sepenuhnya didasarkan pada dorongan emosional, karena konsumen masih memiliki pertimbangan rasional dalam aktivitas konsumsi digital. Aspek emosional lebih berperan dalam meningkatkan ketertarikan konsumen dibandingkan sebagai faktor utama terjadinya pembelian impulsif di TikTok Shop.

B. Saran

Disarankan untuk Saran yang diberikan dalam penelitian ini disusun berdasarkan temuan empiris yang diperoleh selama proses penelitian. Saran tersebut diharapkan dapat menjadi bahan pertimbangan bagi berbagai pihak dalam upaya meningkatkan pemahaman, pengendalian, dan pengelolaan perilaku pembelian impulsif, khususnya di era digital yang semakin berkembang. Selain itu, saran ini juga diharapkan dapat menjadi masukan bagi penelitian selanjutnya serta bagi pihak-pihak yang berkepentingan.

1. Respons diketahui sebagai faktor yang paling besar pengaruhnya terhadap perilaku pembelian impulsif. Oleh karena itu, Generasi Z perlu meningkatkan kemampuan dalam mengendalikan dorongan membeli, terutama saat menghadapi penawaran menarik, diskon, atau promosi terbatas di TikTok Shop. Pemahaman ini penting agar mereka mampu mengambil keputusan pembelian secara lebih rasional, bijak, dan sesuai dengan kebutuhan, sehingga pengelolaan keuangan pribadi dapat dilakukan dengan lebih baik.
2. Rendahnya pengaruh variabel Organism menunjukkan bahwa aspek pengendalian diri, pengelolaan emosi, dan literasi keuangan masih perlu diperkuat. Temuan ini dapat dijadikan dasar dalam merancang program edukasi yang tidak hanya menekankan pentingnya literasi ekonomi syariah, tetapi juga

membangun kemampuan generasi muda dalam mengelola emosi dan membuat keputusan konsumsi yang bertanggung jawab di era digital.

3. Khususnya keluarga dan lingkungan sosial, hasil penelitian ini menegaskan pentingnya peran lingkungan dalam membentuk perilaku konsumsi Generasi Z. Stimulus dari media sosial memang mampu menarik perhatian, namun respons individu menjadi faktor utama yang menentukan terjadinya pembelian impulsif. Oleh karena itu, keluarga dan masyarakat diharapkan dapat memberikan edukasi, pendampingan, serta menanamkan nilai-nilai konsumsi yang bijak agar generasi muda terhindar dari perilaku konsumtif yang berlebihan.



UIN IMAM BONJOL
PADANG

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