

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the research, the result from Influence of Purchasing Power and Online Shopping towards Business Performance can be concluded as follow:

- The result from the research shown that Purchasing Power has significant influence towards Business Performance of Retail in Jakarta. But, the contribution of Purchasing Power still considered as weak and it means that there are more factors except Purchasing Power that affecting the Business Performance of Retail in Jakarta.
- The result shown that there is no significant influence of Online Shopping towards Business Performance of Retail in Jakarta. It shows that it has a weak contribution towards factors affecting Business Performance of Retail in Jakarta.

5.2 Suggestion

- The result shows, purchasing power significantly influence business performance of retailers in Jakarta compared to Online shopping. So, the retailers should consider the strategy to encourage the customers do purchasing activities by looking on market's Purchasing Power.
- In order to improve and compete in the market, retailers can take a look at several factors which influence consumer store choice behavior. They are: store location, physical design assortment, prices, advertising, sales promotion, personnel and service. Besides of fulfilling the needs of consumers, retailers should also concern how to make customers feel convenient and facilitate the consumers.
- To maximize the business performance of retail, related to this research we suggest the retailer to adopt Omni-channel, where the retailer can reach consumer from every channel such as social media, internet, telephone, e-mail and physical stores.

- For a more significant result, more variety of retail stores need to be analyze as this research has a limitations which is permission to the big retailers need a lot of time to be proceed.
- As the proportion of Purchasing power and Online shopping still considered weak. Further study are able to dig more factor affecting business performance of retail in Jakarta this era.
- The research only conducted in Jakarta, so for further study the research scope can be expanded to another city.