

## **CHAPTER V**

### **CONCLUSION, LIMITATION AND SUGGESTIONS**

#### **5.1 Conclusion**

The purpose of this study is to analyze the effect of marketing mix and customer loyalty through customer satisfaction mediation. There are 9 hypotheses in this study; 5 of them tested the direct relationship and 4 of them tested the indirect relationship. According to the data analysis and discussion in the previous chapter, the conclusion is as follows:

First, product is proven to affect customer satisfaction but not significantly, which means the hypothesis is rejected. Furthermore, that means to increase customer satisfaction by users that plastic bags give them benefits, companies that produce plastic bags must improve product quality.

Second, price is proven to affect customer satisfaction but is not significant, which means the hypothesis is rejected. Furthermore, it means to increase customer satisfaction by users that plastic bags give them benefits, the price given must be in accordance with the quality of the product.

Third, place has been proven to significantly affect customer satisfaction in plastic bags. This shows that the high value felt by users can also produce high customer satisfaction with plastic bags. Considering a strategic location and easily accessible by customers has good value so that plastic bag users feel overall satisfied with plastic bags.

Fourth, promotion is proven to significantly affect customer satisfaction in plastic bags. This shows that the high value felt by users can also produce high customer satisfaction with plastic bags. Assuming an attractive promotion for customers has good value so that plastic bag users are overall satisfied with plastic bags.

Fifth, it is not only proven to have a direct effect on customer loyalty, customer satisfaction is also proven to mediate the relationship between product,

price, place, promotion and customer loyalty. Therefore, the quality of the product and the price offered, the strategic location and the attractive promotion of the plastic bag also mean that it will affect customer loyalty indirectly through user satisfaction itself.

## **5.2 Limitation**

This study has several limitations. Limitations in this study are:

1. Variable price only has two indicators that cause results cannot be maximized
2. One of the instruments has a problem, so the results of many studies are rejected / invalid
3. The results of this study had the effect of the majority of respondents who did not match the research data so that some of the research results were rejected

## **5.3 Suggestions**

According to the conclusions that have been stated, there are a number of suggestions that can be used as considerations for future research and for plastic bag companies and government policies.

### **5.3.1 Suggestion for Academic Use**

For future research, it is recommended to enlarge the sample size so that the data collected can produce more reliable and more accurate results. It is also suggested that future researchers can conduct further research on product, price and variable places that do not significantly affect customer loyalty.

### **5.3.2 Suggestion for Practical Use**

1. Research results that can be used as material for the management development of plastic bag companies in Surabaya to be more advanced and developed.
2. Multiply shops that sell plastic bags in strategic places and easily accessible to buyers.
3. Do a lot of promotion on social media.
4. The government provides special waste bins for disposal of used plastic bags so that they can be recycled into plastic pellets, and do not pollute the environment.

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