

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan analisis dan pembahasan dengan menggunakan metode SEM dan dibantu alat statistik Lisrel, maka dapat disimpulkan sebagai berikut:

1. Hipotesis 1 yang menunjukkan bahwa *Brand Image* berpengaruh signifikan terhadap *Customer Satisfaction* ditolak. Pengaruh tersebut menunjukkan hasil yang tidak signifikan. Hal ini memiliki arti jika *Brand Image* tidak memiliki peran yang penting dalam membangun *Customer Satisfaction* pada konsumen Carls Jr Surabaya. Hal ini membuktikan bahwa *Brand Image* tidak bisa meningkatkan *Customer Satisfaction* pada konsumen Carls Jr Surabaya.
2. Hipotesis 2 yang menunjukkan bahwa *Experiental Marketing* berpengaruh terhadap *Customer Satisfaction* diterima. Pengaruh menunjukkan hasil positif dan signifikan. Hal ini memiliki arti jika *Experiental Marketing* memiliki peranan penting dalam mendorong tingkat *Customer Satisfaction* pada konsumen Carls Jr Surabaya. Hal ini membuktikan bahwa *Experiental Marketing* dapat meningkatkan *Customer Satisfaction* pada konsumen Carls Jr Surabaya.
3. Hipotesis 3 yang menunjukkan bahwa *Perceived Value* berpengaruh terhadap *Customer Satisfaction* diterima. Pengaruh menunjukkan hasil positif dan signifikan. Hal ini memiliki arti jika *Perceived Value* memiliki peranan penting dalam mendorong tingkat *Customer Satisfaction* pada konsumen Carls Jr Surabaya. Hal ini membuktikan bahwa *Perceived Value* dapat meningkatkan *Customer Satisfaction* pada konsumen Carls Jr Surabaya.
4. Hipotesis 4 yang menunjukkan bahwa *Customer Satisfaction* berpengaruh terhadap *Customer Loyalty* diterima. Pengaruh menunjukkan hasil positif dan signifikan. Hal ini memiliki arti jika *Customer Satisfaction* memiliki peranan penting dalam mendorong tingkat *Customer Loyalty* pada konsumen Carls Jr

Surabaya. Hal ini membuktikan bahwa *Customer Satisfaction* dapat meningkatkan *Customer Loyalty* pada konsumen Carls Jr Surabaya.

5. Hipotesis 5 yang menunjukkan bahwa *Brand Image* berpengaruh terhadap *Customer Loyalty* melalui *Customer Satisfaction* ditolak. Pengaruh tersebut menunjukkan hasil yang tidak signifikan. Hal ini memiliki arti jika *Brand Image* tidak memiliki peran yang penting dalam membangun *Customer Loyalty* melalui *Customer Satisfaction* pada konsumen Carls Jr Surabaya. Hal ini membuktikan bahwa *Brand Image* tidak bisa meningkatkan *Customer Loyalty* melalui *Customer Satisfaction* pada konsumen Carls Jr Surabaya.
6. Hipotesis 6 yang menunjukkan bahwa *Experiential Marketing* berpengaruh terhadap *Customer Loyalty* melalui *Customer Satisfaction* diterima. Pengaruh menunjukkan hasil positif dan signifikan. Hal ini memiliki arti jika *Experiential Marketing* memiliki peranan penting dalam mendorong tingkat *Customer Loyalty* melalui *Customer Satisfaction* pada konsumen Carls Jr Surabaya. Hal ini membuktikan bahwa *Experiential Marketing* dapat meningkatkan *Customer Loyalty* melalui *Customer Satisfaction* pada konsumen Carls Jr Surabaya.
7. Hipotesis 6 yang menunjukkan bahwa *Perceived Value* berpengaruh terhadap *Customer Loyalty* melalui *Customer Satisfaction* diterima. Pengaruh menunjukkan hasil positif dan signifikan. Hal ini memiliki arti jika *Perceived Value* memiliki peranan penting dalam mendorong tingkat *Customer Loyalty* melalui *Customer Satisfaction* pada konsumen Carls Jr Surabaya. Hal ini membuktikan bahwa *Perceived Value* dapat meningkatkan *Customer Loyalty* melalui *Customer Satisfaction* pada konsumen Carls Jr Surabaya.

5.2. Keterbatasan

Keterbatasan yang terdapat dalam penelitian ini adalah sebagai berikut :

1. Persebaran kuisioner yang tidak merata pada seluruh daerah Surabaya.
2. Penelitian ini terbatas pada 150 responden saja.

3. kuisisioner ini dilakukan 100% memanfaatkan media online, yang memungkinkan responden mengisi secara kurang baik yang diakibatkan kurang pahamiya suatu pertanyaan, sehingga kuisisioner diisi dengan kurang akurat.

5.3. Saran

Berdasarkan kesimpulan yang telah diberikan maka dapat diberikan beberapa saran yang bisa menjadi bahan pertimbangan bagi pihak manajemen restoran cepat saji Carls Jr Surabaya, dan peneliti selanjutnya:

1. Saran bagi manajemen restoran cepat saji Carls Jr Surabaya

- a. Pada variabel *Brand Image* nilai rata-rata yang terdapat pada jawaban responden yang memiliki nilai terendah dalam indikator adalah “Restoran Carls Jr memiliki beraneka ragam varian”. Untuk itu, saran yang akan diajukan kepada manajemen restoran cepat saji Carls Jr Surabaya adalah memperbanyak varian menu sehingga konsumen dapat memiliki berbagai pilihan yang dapat memuaskan ekpetasinya. Saran ini diajukan karena setelah menghubungi beberapa narasumber yang ada, telah didapati bahwa Carls Jr kurang dalam inovasi produk. Disaat produk pesaing mengeluarkan inovasi produk yang baru dan beraneka ragam varian yang baru, Carls Jr lambat untuk mengikutinya. Ditambah lagi untuk gerai yang dibuka di kota Surabaya hanya terdapat 4 gerai salah satunya berada di bandara. Hal ini membuat konsumen lebih memilih untuk membeli produk yang serupa dengan Carls Jr di tempat terdekat dari tempat tinggal konsumennya.
- b. Pada variabel *Experiental Marketing* nilai rata-rata yang terdapat pada jawaban responden yang memiliki nilai terendah dalam indikator adalah “Restoran Carls Jr menyajikan harga menu yang sesuai”. Untuk itu, saran yang akan diajukan kepada manajemen restoran cepat saji Carls Jr Surabaya adalah memperbanyak promo dalam potongan harga atau membuat produk yang harganya dibawah produk standar.

- c. Pada variabel *Perceived Value* nilai rata-rata yang terdapat pada jawaban responden yang memiliki nilai terendah dalam indikator adalah “Saya merasa harga restoran Carls Jr masuk akal”. Untuk itu, saran yang akan diajukan kepada manajemen restoran cepat saji Carls Jr Surabaya adalah menambah fitur promo yang diberikan dari *vendor* luar seperti layanan yang dapat memberikan *Cashback* sehingga konsumen sendiri dapat merasakan adanya nilai tambah meskipun membeli dengan harga yang sudah ada.

2. Saran Bagi Peneliti Selanjutnya

Saran yang bisa diambil untuk peneliti di masa depan adalah dapat menjadikan penelitian ini sebagai bahan referensi jika peneliti menggunakan variabel *Brand Image*, *Experiential Marketing*, *Perceived Value*, *Customer Satisfaction*, dan *Customer Loyalty*. Peneliti di masa yang akan datang diharapkan untuk melakukan penyebaran kuisioner melalui media online dimana hal ini dapat menghemat penggunaan kertas yang dapat mendukung kelestarian lingkungan dan dapat memangkas waktu serta tenaga.

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