

## **BAB VI**

### **PENUTUP**

#### **6.1 Kesimpulan**

Berdasarkan hasil analisis dan pengujian hipotesis, maka kesimpulan yang dapat diambil adalah sebagai berikut:

1. *Experiential Marketing* berpengaruh positif signifikan terhadap *Perceived Value* produk lampu Philips LED 5 watt.
2. *Perceived Value* berpengaruh positif signifikan terhadap *Customer Satisfaction* produk lampu Philips LED 5 watt.
3. *Experiential Marketing* berpengaruh positif signifikan terhadap *Customer Satisfaction* produk lampu Philips LED 5 watt .

#### **6.2 Saran**

Untuk peneliti selanjutnya diharapkan dapat mengembangkan penelitian ini dengan jumlah responden lebih luas, karena konsumen produk lampu Philips LED 5 watt tidak hanya di daerah Surabaya bagian timur melainkan tersebar di seluruh wilayah Indonesia.

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