

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan hasil penelitian dan pembahasan, maka dapat ditarik simpulan sebagai berikut:

Brand affect, *brand trust*, dan *brand image* berpengaruh secara positif dan signifikan terhadap *customer's brand extension attitude* melalui *brand loyalty* pada pelanggan McCafe di Kota Surabaya.

Hal ini dikarenakan oleh pelanggan yang sudah kenal atau pernah memiliki pengalaman dalam mengonsumsi produk McCafe maka pelanggan akan memiliki sikap positif terhadap merek McCafe, pelanggan percaya dengan merek McCafe, dan merek McCafe memiliki citra yang baik di benak pelanggan sehingga terjadi hubungan yang dekat antara pelanggan dengan merek yang dapat menghasilkan loyalitas merek. Selain itu, *brand affect*, *brand trust*, dan *brand image* dapat membentuk sikap positif pelanggan dalam menerima strategi perluasan merek. Pelanggan yang sudah loyal akan setia dengan merek McCafe, meskipun merek tersebut melakukan strategi perluasan merek sehingga pelanggan memiliki respon yang positif dalam menerima strategi perluasan merek McCafe.

5.2. Saran

5.2.1. Saran Akademis

Dengan adanya penelitian ini diharapkan dapat menjadi bahan pembelajaran para akademisi untuk lebih memahami mengenai pengaruh *Brand Affect*, *Brand Trust*, dan *Brand Image* terhadap *Customer's Brand Extension Attitude* melalui *Brand Loyalty* pada pelanggan McCafe di Kota Surabaya sehingga dapat diadakan penelitian lebih lanjut mengenai hal serupa di masa mendatang dengan objek yang berbeda. Keterbatasan dalam penelitian ini adalah untuk mendapatkan responden yang merupakan pelanggan McDonald's sehingga diharapkan pada penelitian selanjutnya, para peneliti untuk mendapatkan responden yang juga memiliki kesetiaan terhadap merek induk.

5.2.2. Saran Praktis

1. Perusahaan McDonald dapat meningkatkan pengalaman akan toko dengan memperbaiki pelayanan dan meningkatkan kualitas produk sehingga dapat memberikan kepuasan bagi pelanggan. Dengan demikian, perusahaan dapat mempertahankan loyalitas pelanggan terhadap merek.
2. Perusahaan McDonald dapat meningkatkan kesuksesan strategi perluasan merek dengan membangun komunikasi antara perusahaan dan pelanggan untuk melengkapi varian produk dengan menyesuaikan kebutuhan dan keinginan pelanggan.

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