

BAB 5

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan hasil penelitian, kajian teori, penelitian sebelumnya, data-data sekunder lain, dan analisis pembahasan data kualitatif sebagaimana disajikan di Bab 4, dapat disimpulkan poin penting penelitian ini, yaitu teori *brand equity* yang menyatakan bahwa *marketing effort* adalah variabel yang membangun ekuitas merek dikonfirmasi oleh hasil penelitian dan variabel-variabel pembangun *brand equity* dalam perspektif pengusaha/manajer *café* di Surabaya adalah *loyalty*, *perceived quality*, *leadership*, *association*, *differentiation*, dan *awareness*.

Sesuai dengan fokus penelitian ini, cara membangun *brand equity* menurut persepsi produsen (manajer/pemilik) *café* di Surabaya adalah: (1) pengaplikasian bauran pemasaran oleh pengusaha/manajer di *café-café* Surabaya dan hasil penelitian menyatakan bahwa *marketing mix* berperan penting dalam membangun *brand equity*; (2) aspek bisnis dan *profit* sebagai tujuan utama pendirian *café* (*profit oriented*), variabel layanan pelanggan (*Customer Service*), dan variabel kualitas layanan juga mampu membangun *brand equity*; dan (3) pengaplikasian *corporate value* yang tepat akan menciptakan SDM yang mampu menghadirkan pelayanan yang berkualitas sehingga juga mampu membangun *brand equity*.

5.2 Saran

Hasil penelitian diharapkan memberi saran yang memiliki implikasi bagi penerima manfaat penelitian, pengembangan ilmu pengetahuan, dan masyarakat luas. Penelitian ini memberikan implikasi teoritis dan praktis. Implikasi teoritis penelitian ini adalah sebagai berikut:

1. Karena penelitian ini memberikan wawasan dari perspektif pengusaha *café* tentang merek, maka penelitian ini dapat berkontribusi dalam pengembangan ilmu pengetahuan dibidang pemasaran yang memberi perhatian lebih pada merek. Penelitian ini juga merupakan penelitian tentang persepsi merek dari sudut pandang produsen masih sangat minim diteliti khususnya di Surabaya.
2. Karena penelitian ini menggunakan pendekatan kualitatif dengan desain fenomenologi di dunia pemasaran, maka dapat mengkonstruksi persepsi produsen tentang merek dan bagaimana membangun ekuitas merek bagi produsen dari perspektif produsen di bidang usaha makanan dan minuman, hal ini memungkinkan penelitian lebih mendalam bagi peneliti yang ingin mendalami lebih.

Implikasi praktis penelitian ini adalah sebagai berikut:

1. Hasil penelitian ini dapat digunakan oleh pemilik/manajer *café* untuk mengembangkan merek dan nama dari *café* yang dikelola atau didirikan sehingga mampu bersaing menghadapi menjamurnya bisnis makanan dan minuman saat ini.
2. Hasil penelitian ini juga memberikan implikasi tidak langsung bagi konsumen dan pemerintah mengenai apa yang dipikirkan oleh produsen/pemilik/pengelola/manajer tentang sebuah merek dari usaha makanan dan minuman.

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