

BAB 5

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan latar belakang masalah, rumusan masalah, tujuan penelitian, landasan teori, dan hipotesis penelitian serta temuan dan pembahasan yang diuraikan pada bab sebelumnya, maka kesimpulan dari penelitian ini adalah sebagai berikut:

1. Hipotesis pertama (H_1) yang diajukan dalam penelitian, yaitu *Consumer Experience* berpengaruh signifikan terhadap *Consumer Event Engagement* pada Kepo Market di Surabaya, diterima. Hasil ini menunjukkan bahwa semakin tinggi *consumer experience*, menyebabkan semakin tingginya *Consumer Event Engagement* pada Kepo Market di Surabaya.
2. Hipotesis kedua (H_2) yang diajukan dalam penelitian, yaitu *Consumer Experience* berpengaruh signifikan terhadap *Consumer Brand Engagement* pada Kepo Market di Surabaya, diterima. Hasil ini menunjukkan bahwa semakin tinggi *consumer experience*, menyebabkan semakin tingginya *consumer brand engagement* pada Kepo Market di Surabaya.
3. Hipotesis ketiga (H_3) yang diajukan dalam penelitian, yaitu *Consumer Event Engagement* berpengaruh signifikan terhadap *Behavioral Intention of Loyalty* pada Kepo Market di Surabaya, diterima. Hasil ini menunjukkan bahwa semakin tinggi *consumer event engagement*, menyebabkan semakin tingginya *behavioral intention of loyalty* pada Kepo Market di Surabaya.
4. Hipotesis keempat (H_4) yang diajukan dalam penelitian, yaitu *Consumer Brand Engagement* berpengaruh signifikan terhadap *Behavioral Intention of Loyalty* pada Kepo Market di Surabaya, diterima. Hasil ini menunjukkan bahwa semakin tinggi *consumer brand engagement*, menyebabkan semakin tingginya *behavioral intention of loyalty* pada Kepo Market di Surabaya.
5. Hipotesis kelima (H_5) yang diajukan dalam penelitian, yaitu *Consumer Experience* berpengaruh signifikan terhadap *Behavioral Intention of Loyalty* melalui *Consumer Event Engagement* dan *Consumer Brand Engagement* pada Kepo Market di Surabaya, diterima. Hasil ini menunjukkan bahwa semakin tinggi *consumer experience*, semakin tinggi *behavioral intention of loyalty* yang dapat mempengaruhi *consumer event engagement* yang dapat berpengaruh pula *consumer brand engagement* pada Kepo Market di Surabaya.

5.2 Saran

Berdasarkan hasil penelitian dan kesimpulan, maka saran yang dapat diberikan adalah sebagai berikut:

5.2.1 Saran Akademis

Penelitian ini dapat dipertimbangkan lebih lanjut sebagai referensi kepada siapa yang melakukan penelitian serupa mengenai pengaruh *Consumer Experience* terhadap *Behavioral Intention of Loyalty* melalui *Consumer Event Engagement* dan *Consumer Brand Engagement* pada Kepo Market. Adapun variabel-variabel tambahan dapat digunakan untuk penelitian selanjutnya.

5.2.2 Saran Praktis

Berdasarkan hasil penelitian dan kesimpulan yang telah di dapat, maka terdapat beberapa saran praktis, yaitu:

1. Berdasarkan hasil penelitian, dapat disimpulkan bahwa *consumer experience* berpengaruh terhadap *behavioral intention of loyalty* melalui *consumer event engagement* dan *consumer brand engagement*. Oleh karena itu disarankan bagi Kepo Market untuk dapat meningkatkan kerjasama *brand* yang dapat membuat beberapa pengunjung untuk lebih bersemangat dalam melibatkan diri dengan acara yang diselenggarakan.
2. Kepo Market diharapkan dapat terus menambah *tenant* baru yang akan bekerja sama dengannya serta kegiatan yang dapat menarik minat pengunjung, agar dapat meningkatkan jumlah pengunjung yang akan hadir dalam setiap acara yang diselenggarakan.

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