

## **BAB V**

### **PENUTUP**

#### **5.1. Simpulan**

Berdasarkan hasil analisis yang dilakukan, maka kesimpulan yang dapat ditemukan dalam penelitian mengenai determinan loyalitas pelanggan kedai kopi di Pontianak melalui kepusan pelanggan sebagai variabel *intervening* adalah sebagai berikut:

1. Secara statistik menunjukkan bahwa kualitas pelayanan (X1) tidak berpengaruh terhadap kepusan pelanggan (Z) pada pelanggan kedai kopi di Pontianak
2. Secara statistik menunjukkan bahwa suasana toko (X2) berpengaruh positif dan signifikan terhadap kepusan pelanggan (Z) pada pelanggan kedai kopi di Pontianak
3. Secara statistik menunjukkan bahwa kewajaran harga (X3) berpengaruh positif dan signifikan terhadap kepusan pelanggan (Z) pada pelanggan kedai kopi di Pontianak
4. Secara statistik menunjukkan bahwa citra merk (X4) berpengaruh positif dan signifikan terhadap kepusan pelanggan (Z) pada pelanggan kedai kopi di Pontianak
5. Secara statistik menunjukkan bahwa kepusan pelanggan (Z) berpengaruh positif dan signifikan terhadap loyalitas pelanggan (Y) pada kedai kopi di Pontianak
6. Secara statistik menunjukkan bahwa kualitas pelayanan (X1) tidak berpengaruh signifikan terhadap loyalitas pelanggan (Y) pada pelanggan kedai kopi di Pontianak
7. Secara statistik menunjukkan bahwa suasana toko (X2) tidak berpengaruh signifikan terhadap loyalitas pelanggan (Y) pada pelanggan kedai kopi di Pontianak

8. Secara statistik menunjukkan bahwa kewajaran harga (X3) berpengaruh positif dan signifikan terhadap loyalitas pelanggan (Y) pada pelanggan kedai kopi di Pontianak
9. Secara statistik menunjukkan bahwa citra merk (X4) berpengaruh positif dan signifikan terhadap loyalitas pelanggan (Y) pada pelanggan kedai kopi di Pontianak
10. Secara statistik, kepuasan pelanggan (Z) sebagai variabel *intervening* tidak mampu memediasi pengaruh antara kualitas pelayanan (X1) terhadap loyalitas pelanggan (Y) pada pelanggan kedai kopi di Pontianak
11. Secara statistik, kepuasan pelanggan (Z) sebagai variabel *intervening* mampu memediasi pengaruh antara suasana toko (X2) terhadap loyalitas pelanggan (Y) pada pelanggan kedai kopi di Pontianak
12. Secara statistik, kepuasan pelanggan (Z) sebagai variabel *intervening* mampu memediasi pengaruh antara kewajaran harga (X3) terhadap loyalitas pelanggan (Y) pada pelanggan kedai kopi di Pontianak
13. Secara statistik, kepuasan pelanggan (Z) sebagai variabel *intervening* mampu memediasi pengaruh antara citra merk (X4) terhadap loyalitas pelanggan (Y) pada pelanggan kedai kopi di Pontianak.

## **5.2.Implikasi Manajerial**

Berdasarkan hasil penelitian, berikut diberikan beberapa rekomendasi untuk peneliti selanjutnya.

1. Kemampuan kepuasan pelanggan (Z) dapat dijelaskan oleh kualitas pelayanan (X1), suasana toko (X2), kewajaran harga (X3) dan citra merk (X4) sebesar 74,8 % artinya perlu diteliti lebih lanjut faktor lain yang mungkin menjadi faktor yang mempengaruhi kepuasan pelanggan pada kedai kopi di Pontianak.
2. Kemampuan loyalitas pelanggan (Y) dapat dijelaskan oleh kualitas pelayanan (X1), suasana toko (X2), kewajaran harga (X3), citra merk (X4) dan kepuasan pelanggan (Z) sebesar 75,5 % artinya perlu diteliti

lebih lanjut faktor lain yang mungkin menjadi faktor yang mempengaruhi kepuasan pelanggan pada kedai kopi di Pontianak.

3. Pengaruh kualitas pelayanan yang tidak berpengaruh terhadap kepuasan pelanggan pada kedai kopi di Pontianak sehingga bagi peneliti selanjutnya bisa mencari variabel yang berpengaruh terhadap kepuasan pelanggan.
4. Penelitian ini hanya dilakukan pada tiga kedai kopi di Pontianak yaitu CW Coffee, Aming Coffee dan Kopikoe, sehingga peneliti selanjutnya bisa melakukan penelitian di kedai kopi yang tersebar di Pontianak ataupun di daerah lain.

### **5.3. Keterbatasan Penelitian**

Keterbatasan dalam penelitian ini yaitu:

1. dilakukan menggunakan kuesioner dengan *google form*, sehingga peneliti tidak dapat menggali lebih dalam mengenai loyalitas pelanggan terhadap ketiga kedai kopi di Pontianak tersebut.
2. Penelitian ini terbatas dilakukan pada tiga kedai kopi di Pontianak sedangkan jumlah kedai kopi di Pontianak sudah hampir 1000.

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