

## BAB 5

### SIMPULAN DAN SARAN

#### 5.1 Simpulan

Berdasarkan analisis dan pembahasan pada bab sebelumnya, maka dapat diambil simpulan dari penelitian ini adalah sebagai berikut:

1. *Service Performance Value* berpengaruh positif terhadap *Perceived Value*. Hal ini menunjukkan bahwa hipotesis pertama “*Service Performance Value* berpengaruh positif terhadap *Perceived Value* pada Zalora”, terbukti diterima.
2. *Emotional Value* berpengaruh positif terhadap *Perceived Value*. Hal ini menunjukkan bahwa hipotesis kedua “*Emotional Value* berpengaruh positif terhadap *Perceived Value* pada Zalora”, terbukti diterima.
3. *Monetary Value* berpengaruh positif terhadap *Perceived Value*. Hal ini menunjukkan bahwa hipotesis ketiga “*Monetary Value* berpengaruh positif terhadap *Perceived Value* pada Zalloa”, terbukti diterima.
4. *Social Value* berpengaruh positif terhadap *Perceived Value*. Hal ini menunjukkan bahwa hipotesis keempat “*Social Value* berpengaruh positif terhadap *Perceived Value* pada Zalora”, terbukti diterima.

5. *Perceived Value* berpengaruh positif terhadap *Customer Satisfaction*. Hal ini menunjukkan bahwa hipotesis kelima “*Perceived Value* berpengaruh positif terhadap *Customer Satisfaction* pada Zalora”, terbukti diterima.
6. *Perceived Value* berpengaruh positif terhadap *Customer Loyalty*. Hal ini menunjukkan bahwa hipotesis kelima “*Perceived Value* berpengaruh positif terhadap *Customer Loyalty* pada Zalora”, terbukti diterima.
7. *Customer Satisfaction* berpengaruh positif terhadap *Customer Loyalty*. Hal ini menunjukkan bahwa hipotesis kelima “*Customer Satisfaction* berpengaruh positif terhadap *Customer Loyalty* pada Zalora”, terbukti diterima.

## 5.2 **Saran**

Dari hasil penelitian dan simpulan yang telah disebutkan di atas, maka dapat diajukan saran sebagai berikut:

### 5.2.1 **Saran Praktis**

1. Untuk meningkatkan *Service performance value*, pihak Zalora disarankan untuk memiliki standart kualitas terhadap produk dan layanan agar menarik konsumen untuk berbelanja dan loyal terhadap Zalora.
2. Untuk meningkatkan *Emotional value*, pihak Zalora disarankan untuk memiliki tampilan produk yang menarik untuk meningkatkan ketertarikan konsumen untuk membeli produk.

3. Untuk meningkatkan *Customer satisfaction*, pihak Zalora sebaiknya dapat memberikan produk yang sesuai dengan harapan konsumen agar dapat menciptakan kepuasan konsumen.
4. Untuk meningkatkan *Customer loyalty*, pihak Zalora diharapkan mampu memenuhi keinginan pelanggannya dengan cara meningkatkan kualitas layanan elektronik, agar pelanggan dapat lebih puas lagi dan memiliki loyalitas yang tinggi untuk berbelanja secara *online* di Zalora.

#### **5.2.2 Saran Akademis**

1. Para peneliti pada penelitian selanjutnya diharapkan dapat mengembangkan penelitiannya dengan cara menambahkan faktor lain yang mempengaruhi nilai yang dirasakan, kepuasan serta loyalitas, misalnya: *price value for money, brand integration value, convenience value*.
2. Bagi peneliti lainnya dimasa mendatang disarankan untuk menggolongkan konsumen dari beberapa generasi supaya dapat mengetahui hasil yang lebih akurat pada setiap generasi.

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