BAB 5

SIMPULAN DAN SARAN

5.1.   Simpulan

Penelitian ini menguji pengaruh antara *Brand Personality* dan *Brand Trust* terhadap *Customer Satisfaction* dan *Customer Loyalty* pada kaos merek Zara di Surabaya. Berdasarkan hasil penelitian dan pembahasan dengan menggunakan *Structural Equation Modelling* (SEM), maka dapat disimpulkan sebagai berikut :

1.   Hipotesis pertama (H$_1$) dalam penelitian ini yang menyatakan bahwa *Brand Personality* berpengaruh terhadap *Customer Satisfaction* pada kaos merek Zara di Surabaya diterima. Sehingga dapat disimpulkan bahwa *Brand Personality* berpengaruh secara kuat, positif, dan signifikan terhadap *Customer Satisfaction* pada kaos merek Zara di Surabaya.

2.   Hipotesis kedua (H$_2$) dalam penelitian ini yang menyatakan bahwa *Brand Trust* berpengaruh terhadap *Customer Loyalty* pada kaos merek Zara di Surabaya diterima, sehingga dapat disimpulkan bahwa *Brand Trust* berpengaruh secara kuat, positif, dan signifikan terhadap *Customer Loyalty* pada kaos merek Zara di Surabaya.

3.   Hipotesis Ketiga (H$_3$) yang menyatakan bahwa *Customer Satisfaction* berpengaruh terhadap *Customer Loyalty* pada kaos merek Zara di Surabaya diterima, sehingga dapat disimpulkan bahwa *Customer Satisfaction* berpengaruh secara kuat, positif, dan signifikan terhadap *Customer Loyalty* pada kaos merek Zara di Surabaya.

4.   Hipotesis Keempat (H$_4$) yang menyatakan bahwa *Brand Personality* berpengaruh terhadap *Customer Loyalty* pada kaos merek Zara di

Surabaya diterima, sehingga dapat disimpulkan bahwa *Brand Personality* berpengaruh secara kuat, positif, dan signifikan terhadap *Customer Loyalty* pada kaos merek Zara di Surabaya.

5. Hipotesis Kelima (H_5) yang menyatakan bahwa *Brand Trust* berpengaruh terhadap *Customer Satisfaction* pada kaos merek Zara di Surabaya diterima, sehingga dapat disimpulkan bahwa *Brand Trust* berpengaruh secara lemah, positif, dan signifikan terhadap *Customer Satisfaction* pada kaos merek Zara di Surabaya

6. Hipotesis Keenam (H_6) yang menyatakan bahwa *Brand Personality* terhadap *Customer Loyalty* dengan *Customer Satisfaction* sebagai variabel mediasi pada kaos merek Zara di Surabaya diterima, sehingga dapat disimpulkan bahwa *Brand Personality* berpengaruh secara lemah, positif, dan signifikan terhadap *Customer Loyalty* dengan *Customer Satisfaction* sebagai variabel mediasipada kaos merek Zara di Surabaya.

7. Hipotesis Ketujuh (H_7) yang menyatakan bahwa *Brand Trust* terhadap *Customer Loyalty* dengan *Customer Satisfaction* sebagai variabel mediasi pada kaos merek Zara di Surabaya diterima, sehingga dapat disimpulkan bahwa *Brand Trust* berpengaruh secara sangat lemah, positif, dan signifikan terhadap *Customer Loyalty* dengan *Customer Satisfaction* sebagai variabel mediasipada kaos merek Zara di Surabaya.

5.2 Saran

Berdasarkan simpulan di atas dapat diberikan beberapa rekomendasi berupa saran yang dapat menjadi bahan pertimbangan bagi produsen maupun pengelola *brand* kaos merek Zara di Surabaya dan bagi peneliti selanjutnya:

1. Saran Praktis

    Bagi pihak produsen maupun pengelola brand Zara diSurabaya Agar dapat bersaing di persaingan industri *fashion* maka baik produsen maupun pihak pengelola *brand* Zara di Surabaya perlu untuk lebih memperhatikan variabel-variabel yang dalam penelitian terbukti berpengaruh positif dan signifikan terhadap kepuasan konsumen serta loyalitas konsumen, seperti perlu mengedepankan aspek yang menunjukkan kesesuaian *brand* Zara dengan karakter konsumen serta memegang teguh komitmen berupa tanggung jawab produk kepada konsumen. Dua variabel dalam penelitian ini telah terbukti dapat ditingkatkan melalui peningkatan penciptaan *Brand Personality* dan *Brand Trust.*.

2. Saran Teoritis

    Objek kaos merek Zara yang digunakan dalam studi ini difokuskan variabel *brand personality* dan *brand trust* pada kepuasan dan loyalitas pelanggan masyarakat pengguna kaos merek Zara sehingga bersifat terbatas. Hal ini memberikan peluang bagi studi lanjutan untuk mengembangkan model pada konteks yang lebih luas dengan mengkaji variabel-variabel lain yang memungkinkan untuk mengkaji pengaruh terhadap kepuasan dan loyalitas pelanggan.

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