

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan pada hasil pengujian hipotesis dan hasil pembahasan, maka simpulan dalam penelitian ini adalah sebagai berikut:

1. *Brand image* terbukti berpengaruh terhadap *customer satisfaction provider* Simpati. Tinggi rendahnya citra merek menentukan terhadap tingkat kepuasan pelanggan.
2. *Service quality* terbukti berpengaruh terhadap *customer satisfaction provider* Simpati. Tinggi rendahnya persepsi atas kualitas layanan menentukan terhadap tingkat kepuasan pelanggan.
3. *Customer satisfaction* terbukti berpengaruh terhadap *customer loyalty provider* Simpati. Tinggi rendahnya *customer satisfaction* menentukan terhadap tingkat kesetiaan pelanggan.
4. *Brand image* terbukti berpengaruh terhadap *customer loyalty* melalui *customer satisfaction provider* Simpati. *Customer satisfaction* terbukti sebagai variabel mediasi atas pengaruh *brand image* terhadap *customer loyalty*.
5. *Service quality* terbukti berpengaruh terhadap *customer loyalty* melalui *customer satisfaction provider* Simpati. *Customer satisfaction* terbukti sebagai variabel mediasi atas pengaruh *service quality* terhadap *customer loyalty*.

5.2. Keterbatasan Penelitian

1. Adanya keterbatasan penelitian dengan menggunakan kuesioner yaitu terkadang jawaban yang diberikan oleh responden tidak menunjukkan keadaan sesungguhnya.

2. Pada saat pembagian kuesioner hanya memilih dua objek tempat dimana pada setiap tempat untuk melakukan penyebaran kuesioner bisa mendapatkan jawaban yang berbeda-beda.

5.3. Saran

5.3.1. Akademis

1. *Brand image* terbukti berpengaruh terhadap *customer satisfaction* dan terbukti pula berpengaruh terhadap *customer loyalty* melalui *customer satisfaction*, sehingga nantinya pernyataan ini akan memperkuat teori dan juga penelitian-penelitian sebelumnya.
2. *Service quality* terbukti berpengaruh terhadap *customer satisfaction* dan terbukti pula berpengaruh terhadap *customer loyalty* melalui *customer satisfaction*. Secara akademis nantinya hasil ini akan dapat memperkuat teori dan juga penelitian-penelitian sebelumnya.

5.3.2. Praktis

1. Desain periklanan yang menarik dan masuk akal akan mampu lebih meyakinkan konsumen bahwa *provider* Simpati adalah *provider* yang baik. Untuk itu, saran yang diajukan bahwa diperlukan lagi berbagai iklan yang sifatnya persuasif untuk meyakinkan konsumen bahwa *provider* Simpati adalah *provider* terbaik di antara *provider* lain. Desain periklanan yang menarik dan masuk akal akan mampu lebih meyakinkan konsumen bahwa *provider* Simpati adalah *provider* yang baik.
2. Dihimbau kepada Telkomsel untuk lebih memperhatikan tata ruang kantor layanan pelanggan untuk bisa didesain yang menunjukkan kemewahan sehingga mampu menguatkan keyakinan atas kualitas layanan *provider* Simpati. Untuk itu, saran yang diajukan didasarkan

pada nilai rata-rata terendah dari tanggapan responden terhadap *service quality provider* Simpati, yaitu pernyataan bahwa: menurut responden Simpati memiliki penataan ruangan yang baik

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