

## **BAB V**

### **PENUTUP**

#### **5.1 Kesimpulan**

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Citra Merek, Kualitas Layanan, dan Keterlibatan Merek Konsumen terhadap niat beli transportasi online GrabBike di Surabaya. Kesimpulan terhadap hasil penelitian adalah sebagai berikut:

1. Citra merek berpengaruh positif dan signifikan terhadap niat beli transportasi online GrabBike di Surabaya. Semakin tinggi citra merek maka semakin tinggi niat beli transportasi online GrabBike di Surabaya. Konsumen memiliki persepsi yang baik tentang terhadap reputasi GrabBike, maka konsumen akan memilih layanan ini dibandingkan pilihan transportasi online lainnya sehingga mendorong niat beli transportasi online GrabBike di Surabaya.
2. Kualitas pelayanan berpengaruh positif dan signifikan terhadap niat beli transportasi online GrabBike di Surabaya. Semakin tinggi kualitas pelayanan maka semakin tinggi niat beli transportasi online GrabBike di Surabaya, karena informasi yang mudah dipahami dalam mengakses aplikasi Grab Bike maka membentuk niat beli pada transportasi online GrabBike di Surabaya.

3. Keterlibatan merek konsumen berpengaruh positif dan signifikan terhadap niat beli transportasi online GrabBike di Surabaya. Semakin tinggi keterlibatan merek konsumen maka semakin tinggi niat beli transportasi online GrabBike di Surabaya, karena tampilan menarik di media sosial dengan elemen visual dan desain yang kreatif akan meningkatkan kemungkinan konsumen untuk memilih layanan tersebut sehingga mendorong niat beli pada transportasi online GrabBike di Surabaya.
4. Citra merek paling berpengaruh terhadap niat beli transportasi online GrabBike di Surabaya. Konsumen akan menggunakan layanan Grab bike karena reputasi yang dimilikinya baik.

## **5.2 Keterbatasan Penelitian**

Keterbatasan pada penelitian ini adalah sebagai berikut:

1. Hasil penelitian belum dapat digeneralisasikan karena hanya diperuntukkan bagi pengguna transportasi online Grab Bike yaitu berusia minimal 19 tahun di wilayah Surabaya.
2. Hasil penelitian hanya berfokus sektor transportasi online sehingga hasil temuan cenderung relevan hanya dalam sektor tersebut dan kurang dapat digeneralisasi ke sektor industri lainnya.

## **5.3 Saran**

Beberapa saran yang di sampaikan kepada pihak manajemen transportasi online Grabbike sebagai berikut:

1. Bagi Manajemen Transportasi online Grabbike

PT Grab Teknologi Indonesia, sebaiknya lebih giat untuk lebih meningkatkan apa yang diinginkan oleh para pelanggan agar tetap melakukan penggunaan jasa layanan Grab Bike dengan tingkat keterlibatan merek konsumen di media sosial yang tinggi sehingga dapat meningkatkan potensi niat beli penggunaan jasa layanan Grab Bike.

2. Bagi Penelitian Selanjutnya

Saran bagi peneliti selanjutnya

- a. Sebaiknya responden yang diteliti adalah berusia diatas 19 tahun di wilayah Indonesia minimal di kota-kota besar.
- b. Penelitian selanjutnya agar mengeksplorasi sektor lain seperti pembayaran digital.

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