

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil dari penelitian yang sudah dijelaskan dalam bab sebelumnya yaitu mengenai variabel Identifikasi Merek, Keterlibatan Merek, Kepuasan Pelanggan, dan Loyalitas Merek yang sudah melalui proses pengolahan data dengan alat uji *WarpPLS 6.0* maka terdapat kesimpulan sebagai berikut :

1. Identifikasi Merek berpengaruh signifikan terhadap Keterlibatan Merek di Tokopedia sebagai *Online Market Place*.
2. Identifikasi Merek berpengaruh signifikan terhadap Kepuasan Pelanggan di Tokopedia sebagai *Online Market Place*.
3. Keterlibatan Merek berpengaruh signifikan terhadap Loyalitas Merek di Tokopedia sebagai *Online Market Place*.
4. Kepuasan Pelanggan berpengaruh signifikan terhadap Loyalitas Merek di Tokopedia sebagai *Online Market Place*.
5. Identifikasi Merek berpengaruh signifikan terhadap Loyalitas Merek di Tokopedia sebagai *Online Market Place*.
6. Identifikasi Merek berpengaruh signifikan terhadap Loyalitas Merek dengan mediasi Keterlibatan Merek di Tokopedia sebagai *Online Market Place*.
7. Identifikasi Merek berpengaruh signifikan terhadap Loyalitas Merek dengan mediasi Kepuasan Pelanggan di Tokopedia sebagai *Online Market Place*.

5.2 Keterbatasan Penelitian

Pada dasarnya, semua penelitian yang dilakukan selama ini tidak luput dari keterbatasan maupun kelemahan dan salah satunya pada peneliti saat ini. Kendala yang dialami ialah penyebaran kuesioner yang membutuhkan waktu cukup lama, karena harus disesuaikan dengan kriteria yang ideal. Seperti harus pelanggan yang memiliki akun Tokopedia dan menggunakan Tokopedia 1x dalam 2019, kemudian yang selanjutnya ialah waktu menyebarkan kuesioner sesuai daerah domisili Sidoarjo dan Surabaya.

5.3 Saran

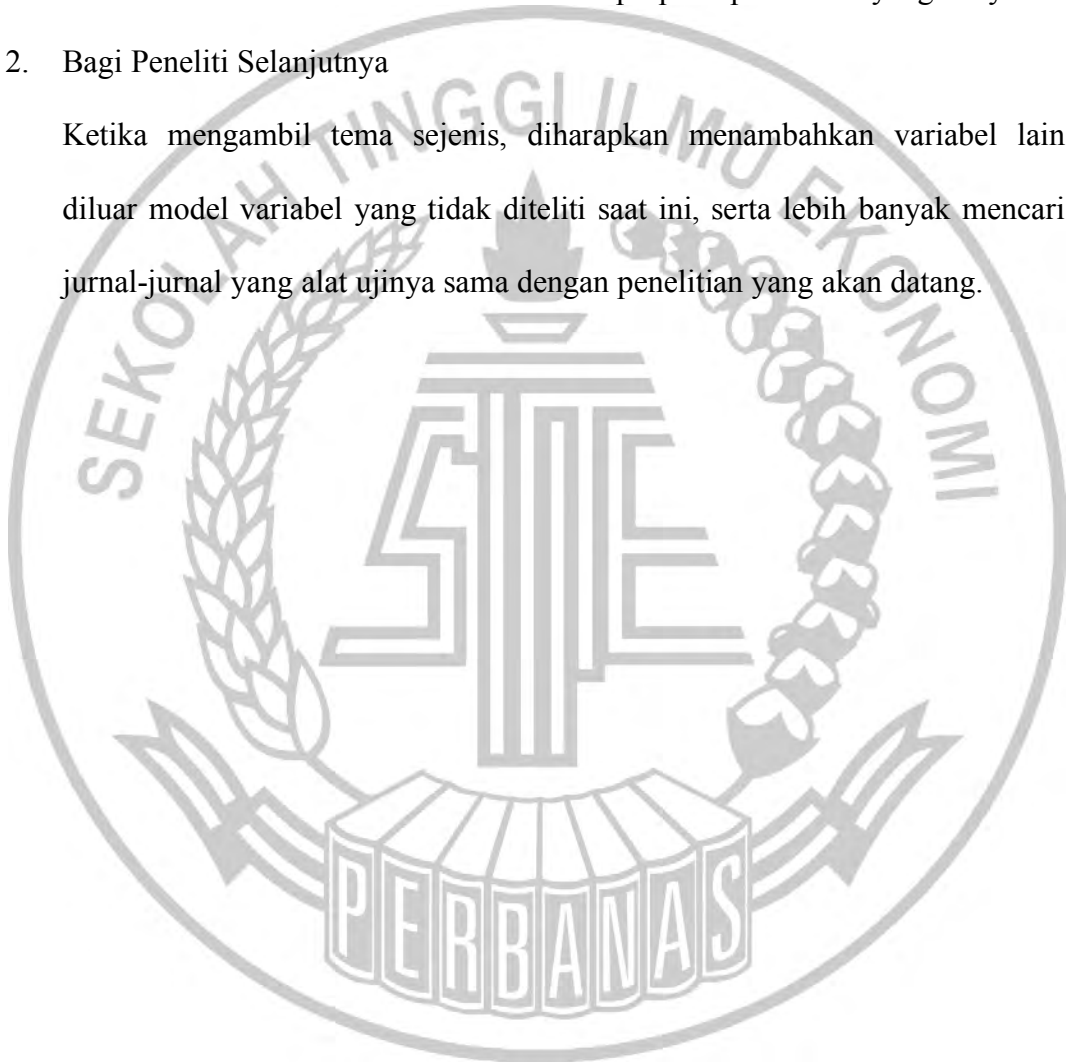
Berdasarkan penelitian yang sudah dilakukan oleh peneliti saat ini, maka peneliti saat ini memberikan saran-saran yang disesuaikan dengan hasil yang sudah didapat. Saran yang diberikan atas dasar pertimbangan dan dari data yang ada, saran yang diberikan sesuai dengan variabel yang dipilih oleh peneliti saat ini yaitu variabel Identifikasi Merek, Keterlibatan Merek, Kepuasan Pelanggan, dan Loyalitas Merek Diantaranya :

1. Bagi Tokopedia

Saran yang sebaiknya dilakukan Tokopedia adalah :

- a. Diharapkan Tokopedia memberikan promosi gratis ongkos pengiriman.
- b. Memberikan *mini games* yang nantinya *mini games* tersebut berhadiah *voucher* yang dapat berlaku untuk pembelian selanjutnya.

- c. Tokopedia sebaiknya, memberikan respon *customer service* yang cepat tanggap, agar keluhan pelanggan atau saran yang diberikan cepat teratasi dengan baik
 - d. Tokopedia meng-*upgrade* jenis produk yang lain agar pelanggan bertambah suka untuk membeli dalam proporsi pembelian yang banyak.
2. Bagi Peneliti Selanjutnya
- Ketika mengambil tema sejenis, diharapkan menambahkan variabel lain diluar model variabel yang tidak diteliti saat ini, serta lebih banyak mencari jurnal-jurnal yang alat ujinya sama dengan penelitian yang akan datang.



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