

CHAPTER V CLOSING

5.1 Research Conclusion

Four factors are used in this study: customer happiness serves as a mediating variable, customer loyalty serves as a dependent variable, and brand image and service quality serve as independent variables. The Ali Pemda shop is the subject of this study. The major data used in this study was gathered by sending respondents online surveys via Google Form. Seven hypotheses have been developed for this study. The following conclusions can be drawn by the researcher based on the data processing that has been done.

1. Brand image does not have a positive and significant impact on customer loyalty. This demonstrates and demonstrates that a stronger brand will not necessarily translate into more loyal customers for Ali Pemda Store.
2. Service quality does have a positive and significant effect on customer loyalty.

This shows that enhancing service quality will promptly increase customer loyalty at Ali Pemda Store.

3. Customer happiness is insignificantly impacted by brand image. This demonstrates and demonstrates that a positive brand image can boost Ali Pemda Store customers' contentment.
4. Customer satisfaction is positively and significantly impacted by service quality. This demonstrates and demonstrates that as service quality improves, Ali Pemda Store customers would be more satisfied.

5. Customer satisfaction has a positive and significant impact on customer loyalty. This demonstrates and validates that a rise in customer satisfaction will boost Ali Pemda Store's customer loyalty. It was a difficult task, but we managed to complete it successfully. Customer satisfaction positively, significantly, and mediates the relationship between brand image and customer loyalty. This demonstrates and demonstrates how customer pleasure influences brand image, which in turn boosts Ali Pemda Store customer loyalty.
6. correlated; higher service quality results in increased client loyalty, significantly, and fully mediated by customer satisfaction. This demonstrates and demonstrates how customer pleasure influences the improvement in service quality, which in turn boosts Ali Pemda Store customers' loyalty.

5.2 Research Implication

Numerous insights from this study might help Ali Pemda Store increase the caliber and volume of their product sales as well as assist customers in organizing and choosing which items to buy. The following is a description of the research's implications.

- 1 According to the research's findings, Brand image has a big impact on customer satisfaction but does not seem to affect customer loyalty. This demonstrates how much consumers care about a brand's reputation. Customers will suggest goods from high-quality brands that they have bought. Customers who buy items from high-quality brands, however, do

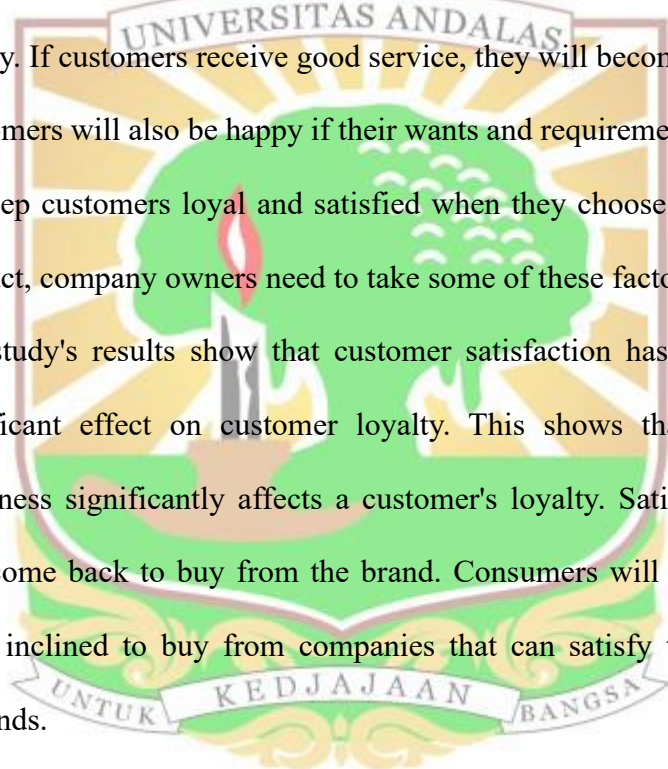
not feel compelled to stick with a single retailer right away. To keep customers loyal and satisfied when they choose and buy a product, company owners need to take some of these factors into account.

- 2 The findings of this study suggest that although service quality positively affects customer satisfaction significantly, it does not affect customer loyalty satisfaction. This demonstrates that consumers are not just concerned with a brand's image but also with the brand's level of service quality. If customers receive good service, they will become devoted.

Customers will also be happy if their wants and requirements are fulfilled. To keep customers loyal and satisfied when they choose and purchase a product, company owners need to take some of these factors into account.

- 3 The study's results show that customer satisfaction has a positive and significant effect on customer loyalty. This shows that the level of happiness significantly affects a customer's loyalty. Satisfied customers will come back to buy from the brand. Consumers will undoubtedly be more inclined to buy from companies that can satisfy their wants and demands.

- 4 The study results show that customer satisfaction plays a strong and positive role in mediating the link between customer loyalty and service quality, but not between customer loyalty and brand image. This demonstrates that company owners need to focus on client happiness with their goods and services in addition to raising the standard of service



quality. Customers just utilize brand image as an additional benefit. Consumers are more inclined to focus on service quality in order to feel happy and ultimately develop brand loyalty.

5.3 Research Limitation

Based on this study, the researcher acknowledges that there are a number of flaws in the research's execution and that its findings are not flawless. As a result, the researcher anticipates that all of these restrictions will be given greater thought in subsequent studies. The following are the research's shortcomings.

- 1 This study does not look at additional variables or other factors that may also have an impact on customer loyalty; However, it focuses only on examining how brand image and service quality factors impact customer loyalty elements, with customer satisfaction serving as a mediating factor.
- 2 Only consumers who have made purchases or visited the Ali Pemda Store were the subjects of this study.
- 3 The Ali Pemda Store is the only local brand item included in this study.
- 4 The sample size for this study is restricted to 115 samples as it solely employs quantitative data from online surveys that participants completed.

5.4 Research Recommendation

The researcher included a number of recommendations to serve as references or comparisons for future research drawn from the limitations of the study. The following are the research's suggestions.

- 1 The researcher recommends additional study to gauge consumer loyalty to other regional brands using other characteristics.
- 2 In order to broaden the scope of the research and the target respondents, the researcher recommends more studies.
- 3 The researcher recommends more study using other research objects, such highly promising local brands.
- 4 To increase the number of samples that may be used, the researcher recommends more study.

