

CHAPTER V. CONCLUSION AND RECOMMENDATION

A. Conclusions

Based on the results of the research that has been conducted, the following conclusions can be drawn:

1. The customer loyalty level toward Segarbox fresh vegetables is classified at the liking the brand stage, as it obtained the highest percentage among the five loyalty pyramid categories, at 86.21 percent. This is followed by the satisfied buyer category at 84.83 percent, the committed buyer category at 64.14 percent, and the habitual buyer category at 62.07 percent, while the switcher category recorded the lowest percentage at 18.62 percent. The low percentage of switchers indicates that most customers are not price-sensitive and are not easily attracted to competitors, whereas the high percentages at the satisfied buyer, liking the brand, and committed buyer levels suggest that the majority of customers have developed a genuine emotional attachment to Segarbox rather than merely repeating purchases out of habit. This pattern confirms that customers not only feel satisfied with the products but also have a strong preference and emotional connection to the Segarbox brand.
2. Service quality and perceived value have a direct positive and significant effect on customer loyalty toward Segarbox fresh vegetable products, and also have an indirect positive and significant effect on customer loyalty through customer satisfaction. In addition, customer satisfaction itself has a direct positive and significant effect on customer loyalty, confirming its role as a partial mediator between service quality, perceived value, and customer loyalty. This indicates that customers who perceive good service quality and strong value from Segarbox tend to become loyal not only through these factors directly, but also because they lead to greater customer satisfaction, which in turn further strengthens their loyalty toward Segarbox vegetables.

B. Recommendations

Based on the results of the research that has been conducted, several suggestions are proposed by the author as follows:

1. Based on the results of the loyalty pyramid analysis, Segarbox is advised to develop a more targeted loyalty program to encourage customers to move from the stage of “liking the brand” to the stage of “committed buyer.” This can be done through membership programs, reward points, special promotions for loyal customers, referral programs, as well as more interactive communication with customers. In addition, Segarbox also needs to maintain product stock availability more consistently because limited stock can make customers reluctant to recommend the product to others. By maintaining product availability, customer trust and long-term loyalty can further increase.
2. Segarbox is expected to improve service quality, perceived value to increase customer satisfaction and loyalty toward its fresh vegetable products.
3. Future researchers who are interested in studying customer loyalty toward fresh vegetable products are encouraged to include other variables that may influence customer loyalty in order to provide broader insights into the factors affecting customer loyalty.

