

## BAB V

### PENUTUP

#### 5.1 Kesimpulan

Berdasarkan penelitian yang telah dilakukan melalui beberapa tahapan, penelitian ini berhasil memberikan bukti empiris mengenai Pengaruh *Digital Marketing*, *Perceived Value* dan Harga terhadap Loyalitas Konsumen: Kepuasan Konsumen Sebagai Variabel Mediasi. Hasil penelitian menunjukkan bahwa :

1. *Digital marketing* berpengaruh positif dan signifikan terhadap loyalitas konsumen UMKM sektor kuliner kemasan di Kota Padang.
2. *Perceived value* berpengaruh positif dan signifikan terhadap loyalitas konsumen UMKM sektor kuliner kemasan di Kota Padang.
3. Harga tidak berpengaruh terhadap loyalitas konsumen UMKM sektor kuliner kemasan di Kota Padang.
4. *Digital marketing* berpengaruh positif dan signifikan terhadap kepuasan konsumen UMKM sektor kuliner kemasan di Kota Padang.
5. *Perceived value* berpengaruh positif dan signifikan terhadap kepuasan konsumen UMKM sektor kuliner kemasan di Kota Padang.
6. Harga berpengaruh positif dan signifikan terhadap kepuasan konsumen UMKM sektor kuliner kemasan di Kota Padang.
7. Kepuasan konsumen berpengaruh positif dan signifikan terhadap loyalitas konsumen UMKM sektor kuliner kemasan di Kota Padang.
8. Kepuasan konsumen memediasi hubungan antara *digital marketing* dan loyalitas konsumen UMKM sektor kuliner kemasan di Kota Padang.

9. Kepuasan konsumen memediasi hubungan antara *perceived value* dan loyalitas konsumen pada UMKM sektor kuliner kemasan di Kota Padang.
10. Kepuasan konsumen memediasi hubungan antara harga dan loyalitas konsumen pada UMKM sektor kuliner kemasan di Kota Padang.

## **5.2 Implikasi Penelitian**

### **5.2.1 Implikasi Praktis**

Berdasarkan hasil penelitian, diperoleh implikasi praktis yang dapat diberikan kepada pihak-pihak yang berkepentingan baik bagi pemerintah daerah maupun pelaku UMKM sektor kuliner kemasan di Kota Padang. Hasil penelitian ini diharapkan dapat menjadi masukan bagi pelaku UMKM dalam meningkatkan kepuasan konsumen dan loyalitas konsumen.

Penelitian ini juga menemukan bahwa *digital marketing* masih dalam kategori cukup baik dan masih jauh dari kategori sangat baik. Berarti pada variabel *digital marketing* perlu adanya upaya peningkatan agar dapat mencapai kategori sangat baik seperti yang diharapkan pelaku UMKM. Cara yang bisa dilakukan untuk meningkatkan *digital marketing* yaitu dengan memaksimalkan penggunaan media sosial seperti facebook, menambah informasi tentang produk di media sosial, dan membuat situs website yang menarik agar memperluas jangkauan pemasaran produk UMKM.

Selanjutnya penelitian ini juga menemukan bahwa *perceived value* berada pada kategori cukup baik dan masih jauh dari kategori sangat baik. Berarti pada variabel *perceived value* perlu adanya upaya peningkatan agar dapat mencapai kategori sangat baik seperti yang diharapkan pelaku UMKM. Cara yang bisa

dilakukan untuk meningkatkan *perceived value* yaitu dengan memperbaiki kemasan produk agar tidak mudah rusak, serta menciptakan lingkungan yang nyaman bagi konsumen saat berbelanja agar konsumen dapat merasa gembira setiap membeli produk UMKM kuliner kemasan.

Penelitian ini menemukan bahwa kepuasan konsumen berada pada kategori cukup puas dan masih jauh dari kategori sangat puas. Berarti pada variabel kepuasan konsumen perlu adanya upaya peningkatan agar dapat mencapai kategori sangat puas seperti yang diharapkan pelaku UMKM. Cara yang bisa dilakukan untuk meningkatkan kepuasan konsumen yaitu dengan meningkatkan kualitas produk dan kualitas layanan agar dapat direkomendasikan oleh konsumen sebagai tujuan kuliner kepada orang lain.

### **5.3 Keterbatasan dan Saran Penelitian**

Berdasarkan hasil penelitian dan pengembangan ini, maka disarankan hal-hal berikut:

1. Penelitian ini dilakukan pada UMKM sektor kuliner kemasan di Kota Padang, jadi hasil penelitian ini belum tentu berlaku sama pada UMKM sektor kuliner lainnya di Kota Padang. Oleh sebab itu, disarankan untuk mereplikasi model penelitian ini untuk menguji secara empiris pada UMKM sektor kuliner lainnya.
2. Prosedur data yang dikumpulkan menggunakan kuesioner. Untuk penelitian selanjutnya menambah prosedur data dikumpulkan selain kuesioner seperti wawancara supaya mendapatkan data yang makin objektif.

3. Penelitian hanya menggunakan variabel *Digital Marketing*, *Perceived Value*, Harga, dan Kepuasan Konsumen. Untuk itu, disarankan bagi peneliti selanjutnya menggunakan variabel lain yang tidak digunakan dalam penelitian ini, seperti: *word of mouth*, *perceived risk*, inovasi produk, citra merek dan lainnya.
4. Sampel penelitian ini hanya terbatas pada konsumen UMKM sektor kuliner kemasan. Peneliti selanjutnya bisa mengambil sampel dari UMKM sektor lainnya, sehingga bisa membandingkan loyalitas konsumen UMKM dengan sektor lainnya.

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