

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

1. Service quality has a positive effect on customer loyalty, this means that the more pleasant the service quality will be, the higher consumers will shop.
2. Store atmosphere has no effect on customer loyalty, this means that the higher the store atmosphere of a consumer, it is not certain that they will be loyal to a store.
3. Service quality has a positive effect on customer satisfaction, meaning that the more pleasant the service quality, the higher customer satisfaction consumers can become loyal to the store.
4. Store atmosphere has an effect on customer satisfactions, this means that the higher the store atmosphere of a consumer, the more customer satisfactions will be.
5. Customer satisfactions affect customer loyalty, this means that the more positive the emotions of a consumer, the greater the possibility of making customer loyalty.
6. Customer satisfactions mediate the influence of service quality on customer loyalty, this means that a consumer's emotions will encourage impulse purchases in a pleasant service quality.
7. Customer satisfactions mediate the effect of store atmosphere on customer loyalty, this means that there are customer satisfactions

that can increase a consumer's store atmosphere so that they will make a purchase.

B. Implication

1. Managerial Implications

For Champion Cellular companies, this research becomes a reference for Champion Cellular in making decisions or policies in an effort to develop the company. In research that can lead to consumer loyalty to Champion Cellular companies are Service Quality and customer satisfaction. Service quality and customer satisfaction are triggers for consumers to become loyal. Champion Cellular can pay special attention to Service Quality, such as Champion Cellular employees understand customer needs, Champion Cellular employees have knowledge and mastery in explaining to consumers, and Champion Cellular employees are always very polite to consumers while in the store area, so as to create customer loyalty at Champion Cellular. In addition to service quality, another factor that can help Champion Cellular in increasing customer loyalty is paying attention to customer satisfaction, paying attention to customer satisfaction such as fulfilling consumer expectations and expectations, and having a pleasant shopping experience. So that it will further increase customer loyalty and of course it will be more profitable.

2. Theoretical Implication

For future researchers, it is necessary to develop a causal relationship model between service quality, store atmosphere, and customer satisfaction by adding the dimensional variables of each variable, as in the service quality variable there are tangible, empathy responsiveness, reliability, assurance variables, and in the store atmosphere variable there are store exterior, general interior, store layout, interior and interior display variables. With the hope that further research can reveal more information about customer loyalty.

C. Research Limitations and Suggestions

1. Limitation

In the data collection process, there were still many respondents who filled out open questions with unclear answers and some respondents did not even fill out open questions in the questionnaire. so that the information provided by respondents through questionnaires sometimes does not show the actual opinions of respondents or even not at all, the results of research analysis are based only on theory and observation. Furthermore, the results of this study show that the goodness of fit results are still not good, so for further research with the same variables, to use instruments from other sources to examine customer loyalty variables.

2. Suggestion

- a. In future research, it is suggested that future research can add new variables or change some variables into other variables. such as product, price, promotion, and design.
- b. In future research, researchers are expected to examine more sources and references related to service quality, store atmosphere, customer satisfaction, and customer loyalty so that the research results can be even better and more complete.

