

## BAB 6 PENUTUP

### 6.1 Kesimpulan

Dalam tesis ini, pengembangan model bisnis dilakukan guna mendukung UMKM di bidang makanan dan minuman dalam mengelola bisnis yang sedang di jalankan dengan mengintegrasikan analisis ulasan pelanggan sebagai pertimbangan dalam menyusun pengembangan bisnis dengan regulasi halal dari 4 negara mayoritas muslim yaitu LPPOM MUI dari Indonesia, MS-1500 dari Malaysia, SFDA dari Saudi Arabia, dan *Guideline for Halal Certification* dari Brunei Darussalam yang telah dikonversi menjadi indikator ke dalam dimensi kualitas layanan dan kualitas produk dengan mempertimbangkan kepuasan pelanggan dan loyalitas pelanggan menggunakan metode SEM-PLS sehingga dapat digunakan untuk memvalidasi hasil interpretasi ulasan pelanggan yang telah diproses menjadi nilai bisnis menggunakan *lexicon based sentiment analysis* dan *value proposition canvas* (VPC) yang kemudian dapat dimanfaatkan dalam menyusun usulan model bisnis menggunakan *business model canvas* (BMC) yang berfokus pada suara pelanggan. Studi kasus yang digunakan pada penelitian ini yaitu di ABC coffee shop yang terletak di Pabelan, Sukoharjo.

Hasil implementasi menunjukkan bahwa Integrasi *text mining* berupa *lexicon based sentiment analysis* dapat digunakan dalam memperoleh *voice of customer* (VoC) yaitu 5 kata kunci sentimen positif berupa nyaman, enak, luas, makanan, dan ramah lalu sentimen negatif berupa panas, ngobrol, malu, dingin, dan basi. Kemudian kata kunci tersebut dilakukan analisis lebih lanjut dengan TF-IDF dengan pendekatan bigram untuk membantu dalam menyusun interpretasi dari kata kunci tersebut. Suara pelanggan (VoC) yang telah teridentifikasi selanjutnya dilakukan analisis nilai pelanggan dengan *value proposition canvas* (VPC) diperoleh hasil berupa 5 strategi yang dipetakan ke dalam *gain creator* untuk mempertahankan pengalaman positif pelanggan dan 5 strategi yang dipetakan ke dalam *pain reliever* untuk mengatasi pengalaman buruk pelanggan. 10 strategi yang diperoleh melalui *value proposition canvas* (VPC) dikonversi kedalam indikator dari dimensi kualitas layanan dan kualitas produk yang diperoleh dari regulasi halal dari 4 negara mayoritas muslim untuk membentuk model terhadap loyalitas pelanggan yang dimediasi oleh kepuasan pelanggan dievaluasi dengan metode analisis data berupa SEM-PLS, diperoleh hasil dari 7 hipotesis hanya 1 hipotesis yang tidak terpenuhi yaitu kualitas layanan tidak signifikan terhadap loyalitas pelanggan secara langsung. Dimensi yang signifikan berupa *tangible* (SQT1, SQT2) dan *empathy* (SQEP1, SQEP2) sedangkan dimensi kualitas produk berupa *performance* (PQP1, PQP2, PQP3), *feature* (PQF1, PQF2, PQF3), dan *searviceability* (PQS1, PQS2, PQS3). Sedangkan konstruk kepuasan pelanggan yaitu (CS1, CS3, CS4, CS5) dan loyalitas

pelanggan yaitu (CL1, CL2, CL4) dengan formula matematis untuk konstruk *customer satisfaction* berupa  $CS = 0.536 PQ + 0.200 SQ + \varepsilon_{CS}$  dan konstruk *customer loyalty* berupa  $CL = 0.368 PQ - 0.084 SQ + 0.421 CS + \varepsilon_{CL}$ . Penyusunan usulan pengembangan model bisnis yang diawali melalui evaluasi kesesuaian antara indikator nilai pelanggan yang signifikan pada tahap analisis sebelumnya dengan elemen model bisnis eksisting yang telah dipetakan dalam *Business Model Canvas* (BMC). Dari 20 indikator, sebanyak 14 indikator telah terpenuhi, sementara enam indikator lainnya SQEP2, PQP2, PQS1, PQS2, CL2, dan CL4 belum terakomodasi secara optimal. Usulan perbaikan direkomendasikan pada penguatan *Value Propositions* melalui desain kemasan ramah Muslim dan sesuai prinsip halal (SQEP2), peningkatan *Customer Relationships* dengan penyediaan konten edukasi halal, *employer branding*, dan *life-hack* produktivitas di *coffee shop* (PQP2), serta inovasi kemasan dengan *barcode* yang terhubung dengan formulir pengaduan daring untuk memperkuat transparansi penanganan keluhan pelanggan (PQS1 dan PQS2). Pada aspek loyalitas pelanggan, usulan program *Referral Reward* berbasis poin dan gamifikasi berbasis *website* (CL2 dan CL4) dirancang untuk menciptakan ikatan emosional dan nilai tambah jangka panjang. Implementasi usulan ini diharapkan menutup seluruh kesenjangan nilai pelanggan yang teridentifikasi, memperkuat kepatuhan pada prinsip halal, mengoptimalkan hubungan pelanggan, memanfaatkan kanal digital secara efektif, mendiversifikasi sumber pendapatan, serta meningkatkan efisiensi sumber daya dan aktivitas utama, sehingga mendorong pertumbuhan bisnis yang berkelanjutan dan berdaya saing tinggi bagi UMKM.

## 6.2 Saran

Pada penelitian selanjutnya sebaiknya melengkapi sumber dari ulasan pelanggan tidak hanya dari *google maps review*, kemudian metode *text mining* yang digunakan dapat mengakomodasi penyusunan model klasifikasi sentimen yang lebih mutakhir. Selain itu, direkomendasikan untuk mengintegrasikan referensi sertifikasi global seperti ISO, HACCP, atau GMP dalam mendukung pengembangan bisnis pada pelaku bisnis UMKM makanan dan minuman dalam merespon hasil temuan ekstraksi ulasan pelanggan agar lebih relevan dengan cakupan lebih luas dan komprehensif. Selanjutnya perancangan sistem terintegrasi sangat direkomendasikan untuk dapat diteliti lebih lanjut sehingga dapat memberikan kemudahan bagi pengguna yaitu pelaku bisnis dalam mengimplementasikan proses pengembangan model bisnis agar hasil yang diperoleh lebih komprehensif.

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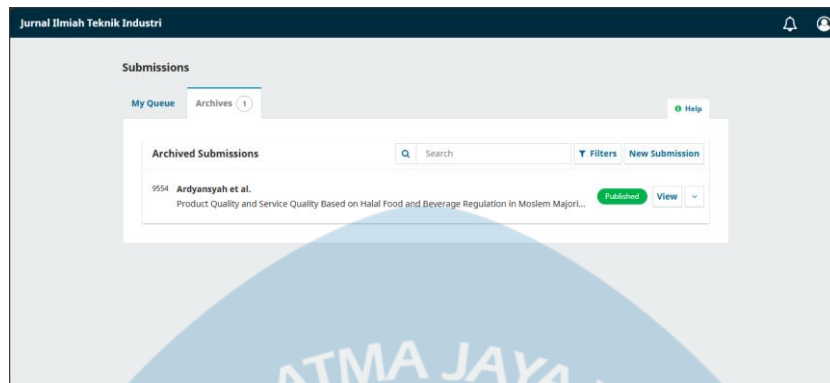
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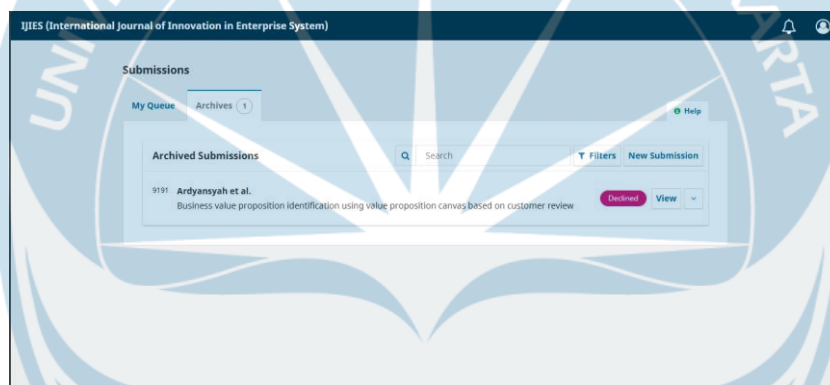


## LAMPIRAN

### Dokumentasi progress publikasi pertama.



### Dokumentasi progress publikasi kedua.



### Dokumentasi progress publikasi ketiga.

