

CHAPTER IV

CONCLUSION AND SUGGESTIONS

4.1 Conclusion

This research analyzes about the percentage of satisfied customers in *House of LIN* and the rate from each elements of *House of LIN* service quality. Through this research it can be known whether the service given by *House of LIN* is already equal with or higher than what customers expect and in the end it can satisfy customers. Based on the result of the analysis, *House of LIN* can know what aspects need to be improved, maintained, reduced, and possibly over killed to support its business.

This research focuses on *House of LIN* customers and takes the sample of 100 respondents who are consuming *House of LIN* services. The indicators used are from the research of Parasuraman, Zeithaml, and Berry, which is adopted by Kotler about service quality attributes: reliability, responsiveness, assurance, empathy, and tangibility. The data analysis method used is importance-performance analysis supported by mean descriptive statistic measurement.

Based on the result, 5% of *House of LIN* customers feel dissatisfied, 6% of *House of LIN* customers feel satisfied, and 89% of *House of LIN* customers feel very satisfied. Therefore, it can be concluded that each *House of LIN* service quality attribute is located in quadrant A, B, C, and D. Quadrant A (concentrate here) is a quadrant that explain the service quality attributes that *House of LIN* need to improve. The indicator numbers are: modern facility (point 1), attractive physical facilities (point 2), employees' tidiness (point 3), employees' knowledge to answer customers' questions (point 17) and understand customers' specific needs (point 22).

Quadrant B (keep up the good work) is a quadrant that explains the good service quality that *House of LIN* needs to maintain. The indicator numbers are: give an accurate service (point 7), employees willing to give the accurate of information services (point 10), employees willing to give quick service (point 11), help customer's problems and requests (point 12) although they are busy (point 13), employees' behavior that make customers trust them (point 14), and employee smile and speak politely (point 16).

Quadrant C (low priority) is a quadrant that explains *House of LIN* should put aside each service quality attribute. The indicator numbers are: service information; brochure; look interesting (point 4), safety in doing a transaction with *House of LIN* (point 15), *House of LIN* gives individual attention (point 18) and employees give customers personal attention (point 20), *House of LIN* has operating hours which

is convenient (point 19), and *House of LIN* gives priority to customers' importance (point 21).

Quadrant D (possible overkill) is a quadrant that explains the service quality attributes that *House of LIN* need to reduce. The indicator numbers are: *House of LIN* do a prompt service (point 5) and willing to provide its services at the time it promises to do so (point 8), *House of LIN* shows a sincere interest in solving your problem (point 6), and *House of LIN* insists on error-free records (point 9).

4.2 Research Limitation

This research is done by taking a salon in Bandung randomly because of the time limitation. *House of LIN* is chosen because it is because *House of LIN* is a salon in Bandung which has existed for quite a long time and also the owner permits me to do a research about the service quality performed by House of LIN to its customers.

4.3 Suggestions

4.3.1 For the Company

Based on the explanation from my research and my conclusion there are two suggestions that I can offer. First, if *House of LIN* wants to satisfy its customers, it needs to maintain good service elements in quadrant B. Then if *House of LIN* wants to improve the customer satisfaction and prevent its loyal customers from switching to the competitors, or provide switching barriers, it needs to improve the

service quality elements in quadrant A then maintain the good service quality in quadrant B. Next, if *House of LIN* wants to equip the switching barriers it needs to improve the service quality elements in quadrant A then maintain good service quality in quadrant B. Then it can do service quality elements in quadrant C. Later, to minimize unnecessary costs and efforts, *House of LIN* can omit the service quality elements in quadrant D.

Secondly, as the operational suggestion, *House of LIN* should add the number of employees and equipments for example: hair wash vessels, tables, chairs and hair dryers so the customers can be served faster. The colour of the employees' uniform should be different from day to day to make the employees fresher. Moreover, *House of LIN* needs to improve the skills of each employees in using guidelines and also to provide training. *House of LIN* should follow the development of the needs and expectations from every customer.

4.3.2 For the next research

It would be better for the next research to do a pre-survey first to know the level of brand awareness from customers about service company brand especially salon. The objective of this pre-survey is to know the salon brand that will be used as the object research.