

CHAPTER V

CLOSING

5.1 Conclusion

According to the results of the analysis and discussion conducted, it can be concluded that the research:

1. Service quality is positive but insignificant to customer retention at Budiman Swalayan customers. This indicates that the quality of service perceived by consumers has not met the expectations of customers so that it has not been able to create customer retention at Budiman Swalayan customers.
2. Price fairness has a positive and significant effect on customer retention at Budiman Swalayan customers. This indicates that the price fairness carried out has been able to create customer retention for Budiman Swalayan.
3. Store Atmosphere has a positive and significant effect on customer retention at Budiman Swalayan customers. This indicates that the store atmosphere perceived by customers has met the expectations of customers so that it has been able to create customer retention at Budiman Swalayan customers.
4. Membership card is positive but insignificant to customer retention of Budiman Swalayan customers. This indicates that the membership card obtained by the customer has not met the expectations of customers so that it has not been able to create customer retention at Budiman Swalayan customers.

5. Customer satisfaction has a significant influence on customer retention at Budiman Swalayan. This proves that the more satisfied customers are with the services provided by Budiman Swalayan, the customers will continue to shop at Budiman Swalayan.
6. Service quality has a positive and significant influence on customer satisfaction at Budiman Swalayan. This indicates that the better the quality of service provided by Budiman Swalayan staff to customers, the greater the satisfaction of consumers.
7. Price fairness has a positive and significant influence on customer satisfaction. This indicates that the reasonable price of Budiman Swalayan can provide satisfaction in shopping for customers.
8. Store atmosphere has a positive and significant effect on customer satisfaction at Budiman Swalayan. This shows that the store atmosphere is able to affect the level of customer satisfaction when shopping.
9. Membership card is positive and significant to customer satisfaction of Budiman Swalayan customers. This indicates that the membership card obtained by the customer has met the expectations of customers so that it has not been able to satisfied customers at Budiman Swalayan.
10. Customer satisfaction are unable to mediate the effect of service quality and customer retention on Budiman Swalayan customers. This means that the quality of service perceived by customers are not yet meet their expectation at Budiman Swalayan.
11. Customer satisfaction mediates the effect of price fairness and customer retention on Budiman Swalayan customers. This means that the price offered

to customers results in satisfaction and has an impact on customer retention at Budiman Swalayan.

12. Customer satisfaction mediates the effect of store atmosphere and customer retention on Budiman Swalayan customers. This means that the store atmosphere perceived by customers results in satisfaction and has an impact on customer retention at Budiman Swalayan.

13. Customer satisfaction are unable to mediate the effect of membership card and customer retention on Budiman Swalayan customers. This means that the membership perceived by customers are not yet meet their expectations at Budiman Swalayan.

5.2 Research Implications

The results of this study have several important implications for increasing customer retention for Budiman Swalayan customers and other retail entrepreneurs. Management and staff should improve service quality, price reasonableness, store atmosphere, and membership card features because they can have a good influence on creating customer satisfaction so that it can lead to customer retention. The results of this study can be seen and used as a reference by the manager as a picture obtained in increasing business success.

What the manager should do is provide special training to Budiman Swalayan staff in improving the cleanliness and comfortability on service, it can be seen that customers more satisfied in the comfortable service provided. Human resources along with their expertise, knowledge and skills are important assets for the company and one of the important supporting factors in the company's operational activities. The

training provided to staff is expected to increase the efficiency and effectiveness of the retail business, while for employees it is expected to improve skills, expertise, ideas, innovation, and high performance at work so that they can contribute optimally in order to provide comfortable services.

In term of price, the manager should pay attention to the price that match with the qualities of the products and service. It can be seen from the most of respondent that satisfied with the equality between the price and the product. By improving the price fairness along with the product, it is expected to be able to retain the customers to continue shopping in the future.

Based on the results of this study, it is known that the store atmosphere has a high average. This shows that customers feel comfortable when they are inside the supermarket if the display and layout are comfortable and attractive, the cleanliness of the store, and the lighting inside and outside the store. The manager of Budiman Swalayan needs to improve the indoor and outdoor atmosphere especially the display and layout to increase the intensity of consumer comfort and also to increase the number of customers who come to shop.

What Budiman Swalayan can do is provide more exclusive incentive membership program to customers, it can be seen that the customers are more likely to feel satisfied if the reward are in accordance with the amount of the purchase. Providing membership card along with the point system and adding more incentives are important program for retaining customers. The membership card provided to customers is expected to increase the retention and motivation to shop more on the Budiman Swalayan.

Service quality, price fairness, store atmosphere, and membership card are directly related to customer retention, so these four points must be considered by retail entrepreneurs to create satisfaction and create retention for customers. Satisfaction felt by customers is an important key in creating retention, so retailers must pay attention to staff by providing performance coaching to staff and empowering staff so as to create staff enthusiasm for work because of its role in achieving customer retention and reasonable prices, comfortable atmosphere, and a good membership program feature will lead to a retailer's competitive advantage.

5.3 Research Limitations

The following are some of the research limitations:

1. The population was taken only in 2022 from April. The data analysis method used in this study only used SEM-PLS.
2. The data obtained are limited because this study uses quantitative data taken from the online google form questionnaire which was filled out by the respondents.
3. This study only examines the effect of retail service quality, price fairness, store atmosphere, membership card, and customer satisfaction variables on customer retention so that it does not investigate other things that can also influence repurchase intentions.
4. This research is only relevant for customers who have subscribed to Budiman Swalayan.

5.4 Suggestion

Based on the results obtained, the conclusions and limitations of this study are obtained, so there are several suggestions that can be given to further research, namely:

1. It is hoped that further research will be able to different data analysis method.
2. It is expected to replace the sample or increase the number of respondents to obtain better research results than the current research.
3. It is hoped that further research will be able to add other variables that can affect the relationship between variables in this study.

It is expected to replace the object study other than Budiman with another retailer to examine the validity of the research further.

