

CHAPTER 6

CONCLUSION AND SUGGESTION

In this chapter, conclusion and suggestions derived from the results of the research that has been conducted are concluded, and the suggestions that derived from it is presented.

6.1 Conclusion

1. The proposed recommendations of service quality of Grab in this paper is based on the voice of the customers and is directed at younger demographic who lives in Padang, West Sumatra, especially those whose age is within the range of 17-25 year old, as the score of the Voice of Customers (VOC) is mainly affected by their perception. The VOCs that were continued on to the Quality Function Deployment method is based on the gap between the Importance of Customers and Customers' Satisfaction Performance (CSP) which were scored and assessed by mainly younger demographic customers. The VOCs with the highest gap will be continued to the QFD are:
 - "Vehicles' cleanliness and comfort"
 - "Cleanliness and comfort of the facilities provided for passengers (such as helmets and raincoats)"
 - "All Grab drivers always have complete equipment needed by customers, such as raincoats and helmets"
 - "Grab Food and Grab Bike often provide promos and discounts"
 - "Customer orders are confirmed quickly"
 - "The Grab Company provides money guarantees for customers in the event of a vehicle accident"
 - "Vehicles fit for use, standard (not modified) and safe", and
 - "Images of food and drinks displayed in the application are in accordance with reality."

2. The proposed recommendations, which is hoped to improve the service quality of Grab, and the rank from the highest to the lowest are as follow: “Optimal Vehicle, and Equipment Condition”, “Drivers' Performance Improvement”, “Drivers’ recruitment requirement”, “Grab Drivers recruitment”, “Drivers Standard Operation Procedure”, ”Provision of promo and discount”, “Provision of vehicular accident assurance Merchant recruitment” and finally “Grab Merchants' Guidance.”

6.2 Suggestions

1. The three phase matrix can also be applied to other service industries, such as hospitality and medical industries
2. Services in this paper are Food Delivery and Bike Riding services. Future researches can study other services from Taxi-Bike industry, such as Car Riding service
3. The customers in this research are the non-merchant and non-drivers customers. In other words, the customers in the paper are External Customers. Future researches can study the merchants or the drivers, as they are the internal customers.

