

# CHAPTER V

## CONCLUSIONS

### 5.1 Conclusions

The conclusion towards this research explained as below:

1. The result shows that quality of services does effect the students' residential satisfaction. It is clear that service quality dimensions; Responsiveness, Tangible, Empathy, Reliability, and Assurance has a positive and strong relationship with students' residential satisfaction.
2. From the data analysis towards the questionnaire, it can be found that all of the service qualities dimensions have minus gap, which is the perception of the students residential, are lower than their expectation. Responsiveness dimension has the widest gap among all. This means that andalas university dormitory should more prioritize this dimension of service improvement such as willingness to handle complaints, check regularly facilities and replacing damaged facilities. Although all of the dimension have minus gap, but services in empathy dimension provided by andalas university dormitory is not that bad. This can be seen from the gap score is above -1.
3. Through the Importance-Performance Analysis we concluded that the management should focus on the *Concentrate Here* attribute, and allocate resources to improve service quality to :
  - Fast respond in complaint
  - Check facilities in residential regularly
  - Replacing damaged facilities directly
  - Water supply system
  - Availability of drying room
  - Speed of internet dormitory
  - Availability of health insurance

4. In the *possible overkill* quadrant, there is an over emphasis in the government allocation of resources on attributes that are deemed to be unimportant and it is time to consider divesting investment in these area by allocating more resources to *concentrate here* quadrant.

## 5.2 Recommendations

Based on the research and conclusion described, writer recommend for further research to :

1. Recommendation for Andalas University Dormitory Management

Conclusions and discussion shows that student feel the service in dormitory still not meet their expectation and the gap between the service quality in dormitory still valued negative, it needs an evaluation also improvement in Andalas University dormitory. So writer recommend to improve the quality in responsiveness, tangible and assurance dimension such as fast respond in complain, replacing damaged facilities directly, check regularly facilities, water supply system, speed of internet, and availability of health insurance which in this case, that dimensions and attributes have the widest negative gap, and low level of conformity and many attributes include in high priority Quadrant.

2. Recommendation for the next researchers

For the future research in the same topic, there are plans to extend the one-sided IPA evaluation tool further by cross-matching the importance and satisfaction levels attached by costumers and service providers. For example, the IPA evaluation tool can be extrapolated to become Importance-Importance Analysis (IIA) and Performance-Performance Analysis (PPA) from student and service provider perspective. For the IIA evaluation tool, we can find the gap analysis by comparing the importance level attached by both residential student and service provider to each of benefit. Likewise, the PPA evaluation tool can be used to identify the relative satisfaction of the benefit attributes associated with andalas university dormitory management.