

CHAPTER V

CLOSING

This chapter provides conclusion from finding and discussion presented in the previous chapter, followed by an assessment of the potential limitation present is study, implication and possible future directions for the research.

5.1 Conclusion of the Research

The purpose of this research was to determine the influence of complaint handling, and service quality to customer satisfaction. This research using primary data that collected by spreading 130 questionnaires to the respondents. The data of research is processed using SmartPLS3.2.7 and SPSS16.0.

There are three hypothesizes developed in this research for customer of PT Angkasa Pura II who already made a complain:

1. There is a significant effect between Complaint Handling and Customer Satisfaction.

That's mean the better PT Angkasa Pura II handle the complains, the more satisfied customer will be.

2. There is no significant effect between Service Quality and Customer Satisfaction. That's mean the quality of service will not affect customer satisfaction

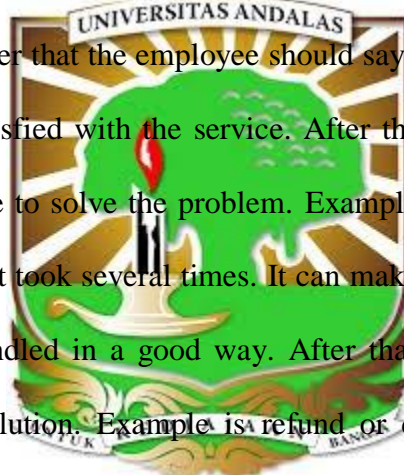
5.2 Implication of the Research

The findings in this study have several important implications that must be considered for PT Angkasa Pura II to pay more attention to complaint handling and optimize service quality and its impact on customer satisfaction

From this study found:



1. On Complaint Handling, that is the way PT Angkasa Pura handle the complaint. As we know, if someone makes a complaint, she must be concerned about the service. So because there are many customer said that PT Angkasa Pura handle the complaint in complicated way, there are some recommendation to this company. If any complaint is handled by policy, the employee should design their complaint handling. Because when there is some inconvenience, the customer tend to be panic. Example for PT Angkasa Pura, there is one customer's baggage missing and they try to make a complaint to this company. So in this problem at first employee should listen and understand what the customer wants such as the look or what is inside that baggage. So the customer will feel that the employee cares about their problem. After that the employee should say sorry if the inconvenience makes the customer feel unsatisfied with the service. After the employee said sorry, it can be followed by the promise to solve the problem. Example is the employee wants to make solve that problem and it took several times. It can make the customer feel calm to know that their complaint handled in a good way. After that, the employee can provide the customer with some solution. Example is refund or compensation. It will makes the customer think that the employee put the complaint seriously. When the complaint took many days to solve, the employee have to follow up everything that happens with the customer. So when all the process of complaint handling is running smoothly, the customer will feel that PT Angkasa Pura II can solve any problem. It is also can be the technique to maintain the customer satisfaction.
2. In Service Quality, that is the way of serving the customer. The good service quality can keep the customer coming back. Otherwise bad service quality can lead customer away, taking all their relation with them. Example is there is a queue for X-Ray in this company.



And some customer feels that it is so wasting time. So the employee should make the customer understand that the condition. There are some recommendation for PT Angkasa Pura II to increase their service quality. At first, the company should motivating their employee to maintain their performance. Example is the employee should communicate with the customer. So the customer will think that the employee or the company feels close with them. And the second, PT Angkasa Pura should updating the quality of service tools. Example is some service that can be use through online. So when the customer wants to make any complaint but they don't have time to come to this company, they can use this service. after that the customer will think that PT Angkasa Pura can provide the customer some tools to communication. This can be one way to maintain customer satisfaction because when the customer think that this company has good service quality, they will come again to this company.



5.3 Limitation of the Research

This study has several limitations of the study. With this limitation, expected to be improved in future research. The limitation in this study is:

1. In this research, it cant distinguish the customer who already finished the process of complaint or not. So there is something that is not in accordance with this research. actually just want the customer who already finished the process of complaint.

5.4 Suggestion

The results of this study are expected to be able to improve and become a reference for company and further research in the future.

- Some recommended to company:

For PT Angkasa Pura II, in complaint handling and service quality, company have to improve the time management. Because customers who made the complain, feel not satisfied because it took so long time to process the complain. Management can increase customer satisfaction by better quality services .

- Some recommended topics to be developed in future studies:

1. Can increase the number of respondents in order for the research to get accurate results.
2. For the next research, different variables can be added regarding the topic of the research in order to found varieties of the result.

For further research, hopefully the next researcher can expand the research location. Not only from customer of PT Angkasa Pura from Padang City, but also from all customer of PT Angkasa Pura II in West Sumatera. So, the results can be compared and more accurate.

