CHAPTER V

CONCLUSION

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

This research is quantitative research using a primary source of data through explanatory research to analyze how one or more variables related the other variables and the effect between variables that explained by the hypothesis. The surveys are spread to college student of Andalas University who use Indihome.

The purpose of this research is to find out The Influence of Customer Relationship Management, Service Quality, Customer Satisfaction and Its Impact on Customer Loyalty. This research also finds out whether variables have a significant effect and positive effect or not. After gathering all the questionnaires back, the data have been processed by using SmartPLS 3.2.8, through several tests; measurement outer model (convergent validity, discriminant validity, and reliability test) and measurement inner model (r-square and t-test). There are three hypothesizes developed in this research for college student of Andalas University who use Indihome.

1. There is a positive relationship between Customer Relationship Management and Customer Satisfaction. That means the strategy of managing relationships and organizational interactions with indihome customers is better, customers will be more satisfied.

2. There is a positive relationship between Service Quality and Customer Satisfaction. That's mean the better quality of services that Indihome provided, the more satisfied customers will be.

3. There is a positive relationship between Customer Satisfaction and Customer Loyalty. That's mean when customer satisfied, it will make customer loyal. The customer will always do using Indihome.

5.2   Implication of the Research

The findings in this study have several important implications that must be considered for Indihome in Padang City to pay more attention to and optimize the quality of services associated with managing customer relationships and customer satisfaction and their impact on customer loyalty.

From this study found:

1. In managing customer relationships, fast service has the highest average, so it is recommended that Indihome prioritize these services to get good relations with customers.

2. On the quality of service, namely the workforce is willing to help at all times have the highest average, so it is recommended for Indihome to prioritize these services and improve other services to maintain customer loyalty.

3. Customer satisfaction, which is loyal to Indihome has the highest average, so it is advisable for Indihome to prioritize this service to maintain customer loyalty.

In service quality variables, practitioners must pay more attention to the services provided at this time, because according to some customers they are not satisfied with the services provided. Management can increase customer trust and satisfaction through better quality services so that customers become loyal.

Therefore, it is expected that practitioners pay attention to the quality of services provided correctly and appropriately so that customers can improve relationships with customers and satisfaction and customers become loyal.

5.3 Limitation of the Research

5.1 Limitation of Research

This research can not be separated from limitations and weaknesses. On the other hand, the limitations and weaknesses found in this study can be a source for future researchers. The limitations found in this study are:

1. Respondents in this study were only 200 respondents and Andalas University students who used Indihome, so they could not represent all customers in Padang City. This is because of the limited time of research.

2. This research was conducted using 4 variables. The variables used are management of customer relations, service quality, customer satisfaction, and customer loyalty. So for further research, it is expected to be able to use other variables, namely many other variables that can increase customer loyalty.

3. This research should be able to provide a lot of information about what Indihome products respondents use.

4. Further research is expected so that there is clarity about Indihome users, whether they are subscribers or users.

5.4   Suggestion

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

• Some are recommended to companies:

For Indihome in the quality of service the company must pay more attention to the services provided at this time, because according to some customers they are not satisfied with the services provided. Management can increase customer trust and satisfaction through better quality services so that customers become loyal.

• Some topics recommended to be developed in future studies:

1. Can increase the number of respondents so that the research gets accurate results.

2. For further research, different variables can be added regarding the research topic to find varieties of yield.

For further research, hopefully the next researcher can expand the research location. Not only from Andalas University students who use Indihome, but also from all Indihome users in Padang City. So, the results can be compared and more accurate.