

## CHAPTER V

### CLOSING

This is the last chapter of the research, which contains of conclusion, limitation, implication of the research and recommendation for the further research. In this chapter, there will be an explanation about the result, discussion and inference from the research objectives, specifically to see the influence of Ticket Availability, Service at The Country, Service at the platform, Public Service at The Station, facilities at The Station, Employee Behavior towards Passangers Satisfaction of Minangkabau Express.

#### 5.1. Conclusion

The objective of this research are to analyze the influence of Ticket Availability, Service at The Counter, Service at The Platform, Public Service at The Station, Facilities at The Station, and Employee Behavior to Passangers Satisfaction of Minangkabau Express. Previously, the collected data from questionnaire of this research has been processed trough SmartPLS 3.0 with Partial Least Square (PLS) analysis. From the result of processed data which has been obtained in previous chapters, some conclusion can be taken as follows :

1. Ticket Availability has a positive and significant influence to Passangers Satisfaction of Minangkabau Express.
2. Service at The Counter has a positive and significantly influence to Passangers Satisfaction of Minangkabau Express.
3. Service at The Platform has a positive and insignificantly influence to Passangers Satisfaction.

4. Public Service at The Station has negative and significantly influence to Passangers Satisfaction.
5. Facilities at The Station has positive and significantly influence to Passangers Satisfaction of Minangkabau Express.
6. Employee Behavior has positive and insignificantly influence to Passangers Satisfaction of Minangkabau Express.

## **5.2. Limitation of The Research**

This research have many limitations, therefore this research does not show the maximum results. This limitation is expected to be a consideration for future research. Limitation in this research are as follows :

1. This study only tested Minangkabau Express passengers as a sample. Therefore, the implications of this study are only relevant for the object being tested, namely Minangkabau Express passengers.
2. This study only takes an example of one of the modes of airport transportation, namely Minangkabau Express
3. The method of collecting data in this research uses a questionnaire, which is very likely to be subjective.

## **5.3. Implication of The Research**

1. For The Company

The result of this research are expected to provide an overview and information to the company. The result of this research indicate that Service at The Platform and Employee Behavior has insignificant effect on Pasangers Satisfaction of Minangkabau Express.

In contrast, the Ticket Availability, Service at The Counter, Public Service at The Station and Facilities at The Station has a significant influence on Passangers Satisfaction of Minangkabau Express. With this, it is expected that Minangkabau Express can improve their Ticket Availability and Employee Behavior. Thus, this research is expected to help Minangkabau Express in evaluating and innovating their business development.

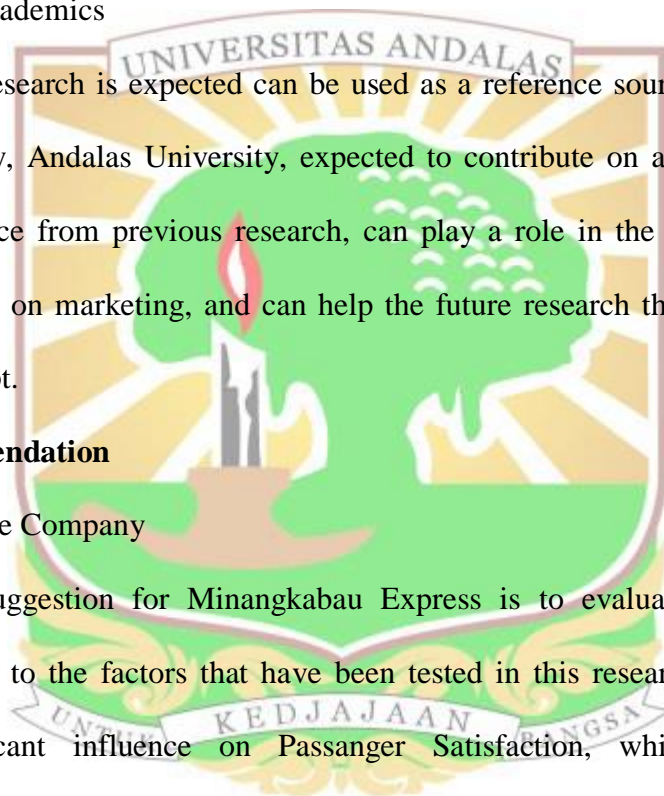
2. For Academics

This research is expected can be used as a reference source at Economic Faculty, Andalas University, expected to contribute on adding empirical evidence from previous research, can play a role in the development of studies on marketing, and can help the future research that has the same concept.

**5.4. Recommendation**

1. For The Company

The suggestion for Minangkabau Express is to evaluate their service related to the factors that have been tested in this research which has a significant influence on Passanger Satisfaction, which are Ticket Availability, Service at The Counter, Public Service at The Station and Facilities at The Station. In addition Minangkabau Express also need to improve and evaluate their Service at The Platform and Employee Behavior that found insignificant influence the Passangers Satisfaction of Minangkabau Express.



## 2. For Futher Research

It is recomended to identify and add other variables that are relevant and related to customer or passangers satisfaction and conduct more in-depth research on respondent and adding question that do not yet exist in the characteristic of respondents, so that the information obtained will more complete in the research.

