

CHAPTER V

CONCLUSION AND RECOMMENDATION

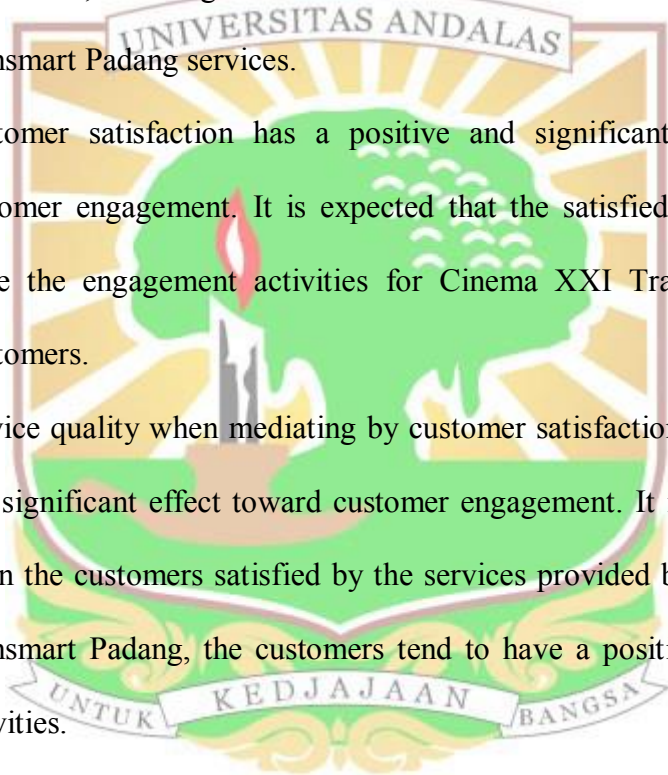
This chapter will be provide the conclusion based on the findings and discussion of the research which has been shown in the previous chapter which followed by the assessment of the potential limitation in this study and implication for the possible future research consideration.

1.1 Conclusion of Research

This research was conducted by using quantitative research which involves the primary source of data, collected by spreading 155 questionnaires to the customers of Cinema XXI Transmart Padang who watching more than one time in the last 3 month. This research aims to find out the relationship between service quality, hedonic value toward customer engagement mediated by customer satisfaction. After conducting a test in Smart PLS 3.0 and SPSS 16 through tests such as; descriptive statistics, measurement outer model (convergent validity, discriminant validity, and reliability test), and inner model measurement (R-Square and T-Test) in five hypotheses, the result of the analysis are:

1. Service quality has a positive and significant effect on customer satisfaction. It is expected that the higher the quality of service performed by Cinema XXI Transmart Padang, the consumers tend to more satisfied. Hopefully, Cinema XXI Transmart Padang can keep maintain and improve the quality of services to satisfy the customers.

2. Service quality has a positive and significant effect toward customer engagement. It is expected that the higher the quality of service performed by Cinema XXI Transmart Padang, the higher the possibility for customers to do an engagement activity.
3. Hedonic value has a positive and significant effect toward customer satisfaction. It is expected that the higher the hedonic value of the customer's, resulting in satisfied customer's when using Cinema XXI Transmart Padang services.
4. Customer satisfaction has a positive and significant effect toward customer engagement. It is expected that the satisfied customers can drive the engagement activities for Cinema XXI Transmart Padang Customers.
5. Service quality when mediating by customer satisfaction has a positive and significant effect toward customer engagement. It is expected that when the customers satisfied by the services provided by Cinema XXI Transmart Padang, the customers tend to have a positive engagement activities.



1.2 Implication of Research

Based on the phenomenon, the researcher came out with several implications for the researcher, academics and the management of Cinema XXI Transmart Padang.

1. For the researcher, help the researcher in improving the understanding of the concepts and relations of service quality, hedonic value, customer satisfaction and customer engagement on real products and services.
2. For academics, this research can be a reference source and contribute to the development of studies on strategic marketing and can be used as a reference in future research. Especially for the customer engagement concept considering the lack amount of empirical research about the relationships on current variables that have been conducted.
3. For businesses. Management of Cinema XXI Transmart Padang could use the research finding as basic information consideration to increases the profit and performed better services. By utilizing customer engagement aspects, the company will be facilitated by loyal customers in helping management when making decisions, improving service quality, measuring performance and even a free word of mouth promotion and other marketing practices by customers. The following recommendations are based on research results :
 - a. Cinema XXI Transmart Padang has good performance in service quality with the reliability as the most well performed, following by the tangibility such as good facilities and well dressed appearance of employees. Meanwhile, the relationships between customers and employees tend to only as a transactional relationships, the employee has low empathy. Therefore, it is expected for Cinema XXI Transmart Padang to considering this

aspects in order to have a excellence services, because by having a warm relationship between employees and customers, it will trigger the engagement activity and lead to loyalty. However, in general the customers feel satisfied with Cinema XXI Transmart Padang services.

- b. Based on the result, the customers has a high value of hedonism.

The sense of rationalizing hedonism has the highest score, this aspect demanding Cinema XXI Transmart Padang to give them a pleasurable experiences. Cinema XXI Transmart Padang are quite capable to facilitate the hedonism value effectively, reflect on the high satisfaction level. It is expected in the future Cinema XXI Transmart Padang still provide pleasant service for customers so hedonic customers keep being facilitated.

- c. Based on the result, customer satisfaction has the highest mean value in respondents responds among other variables. Overall the customers is satisfied with the services. Therefore, is expected for Cinema XXI Transmart Padang increase and maitaining good perfomance, so the overall satisfaction will be increase and lead to a positive engagement activity.

- d. Based on the result, the engagement activities is still moderate even the customer in generally is satisfied. The emotional engagement such as enthusiasm and attention to the brand became the most choosen answers. It is mean that that sense level of

excitement and interest are quite high. On other hand, absorption and behaviour engagement in interaction is the lowest. Which indicate the process of engagement with the brand tend to be flat and a lack of interaction between employees to customers. Therefore, is expected for Cinema XXI Transmart Padang to considering the engagement level of customers as the important aspects in developing a services. By building the healthy relationships between the brand and customers, it will help the businesses to take advantage in better competitiveness and loyal customers.

5.3 Limitation of Research

The researcher found several limitations when conducting the research which are as follows:

1. The research has limitations due to the bias response by the respondents. Some of the respondents respond does not represent their true feeling which indicates by the homogeneity answers.
2. Another limitation is the availability of the managers of Cinema XXI Transmart Padang, where the manager might not willing to be asked for a survey about the data to be considered as supporting data in research formulation.
3. The number of respondents became another limitation, in this research the total of respondents is only 155 and relatively small, which not fully can representing all of Cinema XXI Transmart Padang customers.

4. Current research discuss about service quality, hedonic value, customer satisfaction and customer engagement. The limitation is the lack number of empirical research in cinema industry field, especially hedonic value and customer engagement. The researcher cannot find the previous research that discuss all the variable in the same research, so the researcher should compile several past research findings in order to formulate the hypothesis of the study.

5.4 Research Recommendation

Based on current research result, there are several recommendations to be consider for who is interested in conducting similar research:

1. Future research should create understandable and attractive questionnaires so that the respondents were more understand and willing to fill the questionnaire properly and correctly.
2. The future researcher hopes to have good cooperation with the managers in finding the accurate phenomena that happened in the businesses.
3. For the next researcher, it can be suggested to use more samples in order to avoid biases answers given by the customers and have better validity.
4. Future research should find the ideal topic as the references in conducting similar research.

