CHAPTER VI
CONCLUSIONS

This chapter contains conclusions of the research results that have been carried out and suggestions for further research.

6.1. Conclusions

Based on the research that has been done, the conclusions of this study are as follows:

1. The service quality of the Kadaipapi Convenience Store is still relatively low. It can be seen based on the value of the SERVQUAL gap for all service quality attributes that are negative.

2. The improvements that need to be done by Kadaipapi Convenience Store is by making improvements to the product arrangement (display) by taking into account the principles of product arrangement. Then, adding employees who are responsible for the security of the parking area, making policies regarding the rules for parking vehicles at the Kadaipapi Convenience Store, and using parking barriers. Next, by creating a policy regarding implementing health protocols in the Kadaipapi Convenience Store area. The last one is conducted marketing research, which consists of market research, sales research, and merchandise research.

6.2. Suggestions

Suggestions for further research are to conduct research on several modern retail businesses so that comparisons can be made and the results can be used in general to improve service quality in modern retail businesses. It is recommended to use all the indicators that have been identified even though there are some indicators that are eliminated based on the validation results.