CHAPTER V
CONCLUSION

This chapter contains conclusions based on calculation results and suggestions for future research.

5.1. Conclusions

1. From the research, it is obtained the results of single servqual gap score calculation of company A (-0.052) is more positive than company C (-0.580). It means that customers are more satisfied to the performance of company A than C, even though both company has negative servqual gap score.
2. Three out of 36 (thirty six) attributes that have the strongest influence on customer satisfaction are: order received from logistics services is undamaged (OC1); delivery receipts given accordingly (correct delivery receipt number, correct name, shipping address, and total price, etc.) (OA4); and deliveries arrive earlier on the dates promised (T3). Meanwhile the attribute that will significantly affect customer dissatisfaction if any change of performance is made are attribute: compensation that is given due to handling error (such as mismatched goods, damage to goods, delay) is reasonable (ODH1); the company guarantees the confidentiality and security of shipments and the information (OC4); and order damage rarely occurs as a result of the transport carrier handling (OC3). All attributes obtained can be implemented to all courier service companies (A, B, C, D, E).
3. Based on the results of QFD construction, it is obtained 4 steps improvements that could be taken for both company A and C to enhance service quality. The improvements priority from the highest to lowest for both company A and C are: periodically conduct monitoring or supervision of employee performance criteria and improve SOPs on

delivery and services (R3), conduct training (R1), the provision of reward and punishment system (R5), and IT system development (R11).

5.2. Suggestions

Suggestions given based on research that has been carried out for further research are as follows:

1. Discussions on sales points, technical responses determination, relationship matrix, and correlation matrix should involve more people to obtain more accurate results.
2. Expand the research up to QFD iteration 2 to obtain details of the technical characteristics so that the proposed improvements steps can be given in more detail and on target.