

CHAPTER 5

CONCLUSSION & SUGGESTION

5.1. Conclusion

Based on the research and discussion that have been made, there are several conclusion that can be made, i.e.

- Indicators that influence Service Quality are Tangible, Reliability, Responsiveness, Assurance and Empathy, in which all of the indicator influence Service Quality positively
- Service Quality influences Customer Satisfaction, in which the influence between Service Quality and Customer Satisfaction is positive. This result matches the initial hypothesis
- Service Quality influences Emotional Bonding, in which the influence between Service Quality and Customer Satisfaction is positive. This result matches the initial hypothesis

- Customer Satisfaction does not have a significant influence with Emotional Bonding, this result is different than the initial hypothesis of this research
- Customer Satisfaction influences Customer Loyalty, in which the influence between Customer Satisfaction and Customer Loyalty is positive. This result matches the initial hypothesis
- Emotional Bonding influences Customer Loyalty, in which the influence between Emotional Bonding and Customer Loyalty is positive. This result matches the initial hypothesis

5.2. Suggestion

This research is limited within the respondents in the Apartment Mediterranean Garden Residences I. For that reason, it is also suggested to have other respondent from different apartment complex researched, as it may result in different outcome due to the different condition of the researched object.

From the test result that has been discussed, Service Quality can be seen as the important factor in determining Customer Satisfaction and Emotional Bonding, which later can impact the overall Customer Loyalty. In determining Customer Loyalty, however, Emotional Bonding can be seen as the more important factor to be sought for, as they have a strong correlation with each other. By seeing the result of the regression weight the assumptions that can be made are:

- Variable Service Quality has five sub variables, i.e. Tangible (SQT) that has regression weight of 0.942, Reliability (SQR) that has regression weight of 0.950, Responsiveness (SQRS) that has regression weight of 0.912, Assurance (SQA) that has regression weight of 0.943, and Empathy (SQE) that has regression weight of 0.943. Among these sub variables, Reliability can be seen as the factor that has the most influence to Service Quality, The result, however, shows that the impact between the sub variables are nearly similar, ranges from 0.912 to 0.950. It can be concluded that the sub variables of Service Quality has to be maintained or managed in balance in order to achieve a good Service Quality in the researched object.
- Service Quality's sub variable Tangible calculates three observed variables, i.e. SQT2 (Regression Weight of 0.604) that indicates the condition of supporting facilities, SQT3 (Regression Weight of 0.723) that indicates the condition of the room, and SQT5 (Regression Weight of 0.665) that indicates how polite the personnel / management dresses. It indicates that the condition of the room (SQT3) has the biggest the biggest influence in determining the Tangible value, thus the room condition should be prioritized in maintaining or managing the Tangible aspect of service quality in the researched object
- Service Quality's sub variable Reliability calculates four observed variables, i.e. SQR1 (Regression Weight of 0.641) that indicates the time of the offered services, SQR2 (Regression Weight of 0.590) that indicates how good the services are done, SQR3 (Regression Weight of 0.633) that indicates how easy

the service provider can be contacted, and SQR4 (Regression Weight of 0.604) that indicates how dependable are the offered services. It indicates that the time of the offered services (SQR1) has the biggest the biggest influence in determining the Reliability value, thus service time can be prioritized in maintaining or managing the Reliability aspect of service quality in the researched object

- Service Quality's sub variable Responsiveness calculates four observed variables, i.e. SQRS1 (Regression Weight of 0.523) that indicates how good is the personnel / management intentions in helping customers, SQRS2 (Regression Weight of 0.693) that indicates how good is the personnel / management's initiative in helping the customers, SQRS3 (Regression Weight of 0.658) that indicates how quick is the personnel / management's response in providing the services, and SQRS4 (Regression Weight of 0.676) that indicates how easy the personnel / management can be contacted. It indicates that the initiative of the personnel / management in helping the customers (SQRS2) has the biggest influence in determining the Reliability value, thus personnel / management's initiative in helping the customers can be prioritized in maintaining or managing the Responsiveness aspect of service quality in the researched object
- Service Quality's sub variable Assurance calculates four observed variables, i.e. SQA1 (Regression Weight of 0.533) that indicates how fast the personnel / management inform the sudden unavailability of services, SQA2 (Regression Weight of 0.622) that indicates how fast updated events are being informed to the customers, SQA3 (Regression Weight of 0.583) that indicates how polite the

personnel / management behave, and SQA4 (Regression Weight of 0.672) that indicates how good the sense of security can be provided by the personnel / management. The result indicates that the good sense of security from the personnel / management (SQA4) has the biggest the biggest influence in determining the Assurance value, thus good sense of security from the personnel / management can be prioritized in maintaining or managing the Assurance aspect of service quality in the researched object

- Service Quality's sub variable Empathy calculates two observed variables, i.e. SQE1 (Regression Weight of 0.475) that indicates how good the attention to the customer's needs are being provided by the personnel / management, and SQE2 (Regression Weight of 0.629) that indicates how quick the personnel / management's response in providing customer's needs. The result indicates that the quick response in providing customer's needs (SQE2) has the biggest the biggest influence in determining the Empathy value, thus the quick response in providing customer's needs can be prioritized in maintaining or managing the Empathy aspect of service quality in the researched object

Other implications come from the respondent's demography profile. Most of the respondents knew the information on a daily rental apartment from their friends / families (55 respondents (58%)), it suggests that the practice of a daily rental apartment is most effective to be marketed by word of mouth marketing, which furthermore suggests the importance of Customer Loyalty. Although it has less impact than the word of mouth, the role of the internet has positioned as number

second in this research (35 respondents (24%)), which in this research can be described as the second effective method in marketing the product. There are two respondents that knew the daily rental apartment from a leasing agent, it indicates that the role of a leasing agent has become one of the options to market the product.

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In the respondent's last education profile, 42 respondents (29%) has high school diploma as their last education. It indicates that either a university student or a worker with high school diploma has taken a large part of the survey. This result may relate to the apartment complex location that is located near prominent private campuses, i.e. Trisakti and Tarumanegara. This result shows that in this research, the location of the apartment is one of the important criteria that determine the customers' demography.

In the descriptive analysis, the biggest mean value comes from good rating that the respondents give to the role of the personnel / management. As the apartment's environment in the researched object is being maintained by a building management, the result indicates that an apartment that is organized by a good building management may provide a better service quality, hence it emerges the importance of a good building management in providing a good service in an apartment.