CHAPTER V

Conclusions and Recommendations

5.1. Conclusions

Based on the research results and the explanation in the previous chapter, the researcher can make the following conclusions:

1. Because there is a strong correlation between perception and positioning and the fact that BSM is Shariah Bank (bank with relation to shariah principles), therefore it is important for BSM to align its product offering in relation to shariah principles.
2. Since BSM uses the Shariah principle in its positioning, it gives a better benefit towards its customers compared to conventional banks. The correlation is that its positioning gave a good perception about transparency in every product that is offer to customers.
3. Because perception has an effect, it is important for BSM to create new product offering that would be in line with customer perception.
4. Value of regression coefficient at this research shows that there is a positive and strong relation between customer perception with company positioning. This is shown with a positive value of regression coefficient. Therefore, it is proved that client perception influences company positioning at BSM Meruya Selatan branch. Customer perception is considerably a strong factor in relation with company positioning, with a

correlation value of 0.630. The value of coefficient of determination obtained in this research is 0.396 or in percentage equal to 39, 6%. This expresses that the independent variable (customer perception) explains the various alteration in the company positioning variable is equal to 39, 6%. The remaining 60, 4% is explained by other variable not included in this research.

5.2. Recommendations

a. Customers are the primary assets of a company that wants to positively develop over time. Therefore, related with this research about customer perception, it is better for a company to pay attention to and continually observe customer perception from time to time. The research results reveal that company account holder perception has a strong influence that is 39.6% towards the company positioning of BSM.

b. In addition to development of Shariah Banking has character of universal and can receiving by every single society including non Moslem community, so that this is a momentum to require BSM gives product variant and service excellent to customer. An example is how to promote the liabilities product offering such as gold savings doing partnership with other trust vendor so that it can attract other customers who are non-Moslems.

c. Perform service standardization for all front liner staff with regular training also doing effective and efficiency in operational process, this is important to maintain a positive image on the hospitality and friendliness of Bank Shariah as well as its operational effectiveness.

d. To add more variety on shariah wealth management product BSM, better to do partnership with local / international fund manager (Schroder, Fortis, Danareksa, Batavia etc) besides in house fund manger with always keep shariah regulation.

5.3. Research Limitations

This research has several limitations including:

a. This research only covered 75 account holders. Further research can be done by using a bigger sample of account holders, for example 100 until 200 account holders.

b. This research only used one independent variable that is customer perception, whereas factors which influence company positioning are more than one variable, like account holder segmentation, account holder behavior and attitude, educational level, account holder expense amounts, and others.