# CHAPTER V
# CONCLUSION AND RECOMMENDATION

In this chapter the author explains about the findings of the study that already been explain on the previous chapter and gave more elaboration to gave clear conclusion, managerial implication, limitation and suggestion for future research.

## 5.1 Conclusion

This study, titled "The effects of customer age, gender and occupation on customers loyalty in Jakarta services industry" examined what is the demographic factor among age, occupation and gender that has an impact to customers loyalty in Jakarta service industry and assess the level of importance of the loyalty motives in different customer age groups. The main goal of this replication study is to answer research question, which are stated on the previous chapter.

As already stated in the previous chapter, behavioral loyalty and repurchase intention was the measurement of service loyalty. If one of the variables has a significant different, so the author will conclude that, the level of service loyalty in a certain groups was different and not equal to each other's. In contrast, if both the variables has no significant different, the author will conclude that the level of service loyalty in a certain groups was equal. The same situation applied if both the variables has a significant different. These are the following answer for five research question.

The first research question: Are behavior loyalty and repurchase intention differ among different age group across all four services industry? Based on the research result, there is a significant different in behavioral loyalty, but there is no significant different in repurchase intention in different customers age group. So, the author concludes that is a different level of service loyalty in different customers age groups.

The second research question: Are behavior loyalty and repurchase intention of high contact services industry stronger than medium contact services industry? Based on the research result, both high and medium contact services have a same level of loyalty. So there is no different in service loyalty between high and medium contact services.

The third research question: Are behavioral loyalty and repurchase intention differ among different customer's occupation across four services categories? Based on the research result, there is a significant different in behavioral loyalty, but there is no significant different in repurchase intention in different customers occupation group. So, the author concludes that is a different level of service loyalty in different customers occupation groups.

The forth research question: Are behavioral loyalty and repurchase intention differ among different gender across four services categories? Based on the research result, both male and female customers have a same level of loyalty. So there is no different in service loyalty for both male and female customers.

The fifth research question: Are there any different level of importance in social benefits, confidence benefits and special treatment among different customer's age group across four services categories? Based on the research result, the author concludes that there is a difference in level of importance in social benefits, confidence benefits and special treatment benefits. Social benefits and confidence benefits are more important to older age group. In the other hand, Special treatment was more important to younger age groups.

In conclusion, service loyalty is different and not equal in different customers age, gender and occupation group. Service loyalty in high and medium contact industry is equal and has no different to each other. There is a different level of important in Social benefits, Confidence benefits and special treatment in different customer age group.

## 5.2 Managerial Implications

During the writing process, the author has resulted findings that will be useful in the future as implications and it is expected to be beneficial to those who are engaged in the services industry business in Jakarta. Based on the result finding, service loyalty for both high and medium contact is same and has no different so this implications can be applied for both services categories.

- For the Marketers, it is important for marketers to know the customer's needs and expectations. So, the service from the company will fulfill the customer's expectations and the customer will satisfy with the service. At the end, customers will routine use the services and became the loyal customer.
- For the managerial environment is to develop a better strategy to a company so they can maintain their loyal customers in order to make a stable business performance. Building a customer relationship management, customer loyalty program and rewards program is several ways to maintaining the loyal customers.
- Company also should have a good quality and skillful employee and management team to run the business properly. The employee must be trained well in order to be able to satisfy the customers needs and be able to solve every problem that might occur when serve the customers.

## 5.3 Limitation

This study, just like other research also has limitations, covering time, space, and budget to achieve the finishing of this study on time, some limitations are:

1. The number of respondents used in this study only 75 respondents in each service industry.
2. In terms of statistical method, this research used methods that a little bit different than in the original journal. Time and facility was the reason is to simplify the process of thesis writing due time constraints without losing the insights expected from the research.
3. The author using direct questionnaire to collect the data, because it is difficult to find the respondent that has a correct criteria to answer the research questionnaire if using online questionnaire.

## 5.4 Future Research Recommendation

The author recommended the following for future research:

1. Future research should examine the other service industry for both high and medium contact industry. So, The research will be having a larger scope of service industry.
2. The scope of research need to size up. Other big cities in Indonesia such as Medan, Surabaya, etc should be including in the research to give a wider generalization of the result.