

Chapter 5

Conclusion and Suggestion

5.1 Conclusion

Overall of this study objective is to observe the relationship among variables which are *Service Quality*, *Customer Satisfaction* and *Customer Loyalty* at Surabaya. This research are done in Surabaya by distributing questionnaire as many as 100. And all the respondents are fulfilling the required criteria.

Based on the research result and statistical tests conducted in Chapter 4, it can be concluded that from the main 3 (three) hypotheses developed, all of the hypotheses are accepted. These are the following explanations of each reserach result:

1. *Service Quality* has positive effect on *Customer Satisfaction* at Honda motor Surabaya. If the service quality is good or exceed the customer expectation it would create customer satisfaction directly. The first hypothesis can be concluded *Service Quality* has positive correlation towards *Customer Satisfaction*.
2. *Service Quality* has positive effect on *Customer Loyalty* at Honda motor Surabaya. When the service quality is good it would attract people to do re-purchase / service, if customer start to do that the customer slowly become loyal towards the product / services that the company provide.
3. *Customer Satisfaction* has positive effect on *Customer Loyalty* at Honda motor Surabaya. If the customer satisfy with the service of a company it will enhance the customer mind to comeback again to do a re-purchase / service, also the customer will start to talk about the experience the customer feel to other people. The effect

starting to begin indirectly or in an instant situation. Customer Satisfaction has positive correlation to Customer Loyalty it can be concluded the third hypothesis is significant.

The *Service Quality* has higher effect towards *the Customer Satisfaction* in this research, the reason is customer which already use Honda product would like to use the AHASS because of AHASS have many store which spread around Surabaya area, and before the customer became loyal towards a product, they need to feel satisfy first towards the product or services, this indicates higher effect to customer satisfaction rather than the loyalty to the Honda.

Even though the customer satisfy of AHASS services but it not always trigger the customer to loyal, the customer can be loyal if they do a repeat purchase and the result always satisfy the customer. Customer loyalty is hard to achieve since the company need to maintain the good services towards the customer and their motorcycle.

5.2 Suggestion

5.2.1 Theoretical Suggestion

Result of this research can be used as reference for others who do similar study especially about concept or theory which *The Effect of Service Quality and Customer Satisfaction towards Customer Loyalty of Honda Through AHASS at Surabaya*.

In the end, this research has several limitations. Main reference journal for *Customer Loyalty* only a few. Hoping another researcher intend to do more research about *Customer Loyalty*, so people can emphasize the research about *Customer Loyalty*. Goodness Fit Index test that this research did is not perfect, needed more sample so the data can be more accurate for the research variable.

5.2.2 Practical Suggestion

Results of this research is showing that Service Quality and Customer Satisfaction has positive effect on the Customer Loyalty. The suggestion to make Honda motor in Surabaya can maintenance the service quality and finally could gain more trust that lead to loyalty by pleasing their customers:

Honda in Surabaya has many AHASS store that spread over almost in every sector in Surabaya that lead to easy access to customer that need to maintain their Honda motor product, but that make the sample become random because that many store also has many different customer.

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