CHAPTER 5
CONCLUSION

5.1. Conclusion

Based on the results of testing the hypothesis, conclusions can be taken as follows:

1. Customer Relationship Management proved to have a significant positive effect on Customer Loyalty so H1 was accepted. Better Customer Relationship Management, will significantly increase Customer Loyalty on JNE expeditions.

2. Service Quality proved to have a significant positive effect on Customer Loyalty through Customer Relationship Management so H2 was accepted. Improved service quality will significantly increase Customer Relationship Management on JNE expeditions, which will further increase Customer Loyalty on JNE expeditions.

3. Customer Satisfaction proved to have a significant positive effect on Customer Loyalty through Customer Relationship Management so that H3 is accepted. Higher customer satisfaction, will significantly increase Customer Relationship Management on JNE expeditions, which will further enhance Customer Loyalty on JNE expeditions.

4. Customer Value proved to have a significant positive effect on Customer Loyalty through Customer Relationship Management so that H4 was accepted. Higher customer value will significantly increase Customer Relationship Management on JNE expeditions, which will further enhance Customer Loyalty on JNE expeditions.

5.2. Limitation of the Research

There are limitations to the study by using questionnaires that is, sometimes the answer given do not show the actual situation.

5.3. Suggestion

Based on the results of the research conclusions, suggestions that can be submitted are:

5.3.1 For the company

The results of this study show that Customer Relationship Management can significantly increase Customer Loyalty on JNE expeditions, therefore Customer Relationship Management in terms of honesty to customers who are considered by respondents to be at least good, should be improved. This can be done in a way developing characteristic of the employees in training.

The results show that Service Quality can significantly improve Customer Loyalty on JNE expeditions through Customer Relationship Management, therefore Service Quality in terms of employee intentions in solving problems that are considered by respondents to be at least good, should be improved. This can be done in a way training the employees to solving the problem. But for better result it should be done by their experience in handling customer's problem.

The results of the study show that Customer Satisfaction can significantly increase Customer Loyalty on JNE expeditions through Customer Relationship Management, therefore Customer Satisfaction in the case of the condition of the package being sent which is considered the lowest by respondents, should be further improved. This can be done in a way paying attention on their training for handle any kind of package.

The results show that Customer Value can significantly increase Customer Loyalty on JNE expeditions through Customer Relationship Management, therefore Customer Value in terms of the right decision when considering prices and other costs assessed by the lowest respondents, should be improved. This can be done in a way giving reward for customer whose loyal to JNE. Like when we have account in JNE website they will remember our address and info, also they are giving reward point for staying loyal. Because now sender which always use always JNE will be rewarded. But mostly receiver is the one who chose and pay for JNE services, so it will be better if receiver also get reward.

5.3.2. For Academic

It is expected that in the next study can include other factors that can affect Customer Loyalty other than Customer Relationship Management, Service Quality, Customer Satisfaction and Customer Value, such as purchase intention and brand image on Kaura (2015). According to SOR (Stimulus Organism Theory) this model it's not good because of stimulus factor (extrinsic) coincide with organism factor (intrinsic), even though it should be gradually. And it's better for next researcher for changing the research framework into Service Quality, Customer Satisfaction, and Customer value to Customer Loyalty moderated by CRM Quality. if researcher want CRM Quality become mediation of Service Quality to Customer Loyalty, variable Customer Satisfaction and Customer Value become output from Service Quality.

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