

## BAB 5

### SIMPULAN DAN SARAN

#### 5.1. Simpulan

Berdasarkan analisis dan pembahasan pada bab sebelumnya, maka dapat diambil simpulan sebagai berikut:

1. Berdasarkan hasil pengujian hipotesis pertama *Service Quality* berpengaruh signifikan terhadap *Customer Satisfaction* pada penumpang AirAsia di Surabaya karena memiliki  $t_{hitung} 3.89 > t_{tabel} 1.96$ . Oleh karena itu hipotesis 1 yang diajukan dalam penelitian ini, diterima.
2. Berdasarkan hasil pengujian hipotesis pertama *Relational Benefit* berpengaruh signifikan terhadap *Customer Satisfaction* pada penumpang AirAsia di Surabaya karena memiliki  $t_{hitung} 2.34 > t_{tabel} 1.96$ . Oleh karena itu hipotesis 2 yang diajukan dalam penelitian ini, ditolak.
3. Berdasarkan hasil pengujian hipotesis ketiga diketahui bahwa *Customer Perceived Value* berpengaruh signifikan terhadap *Customer Satisfaction* pada penumpang AirAsia di Surabaya karena memiliki  $t_{hitung} 2.20 > t_{tabel} 1.96$ . Oleh karena itu hipotesis 3 yang diajukan dalam penelitian ini, diterima.
4. *Customer Satisfaction* berpengaruh signifikan terhadap *Behavioral Intention* pada penumpang AirAsia di Surabaya karena memiliki  $t_{hitung} 4.86 > t_{tabel} 1.96$ . Oleh karena itu hipotesis 4 yang diajukan dalam penelitian ini, diterima.

## 5.2. Saran

Dari hasil penelitian dan simpulan yang telah disebutkan di atas, maka dapat diajukan saran sebagai berikut:

### 1. Saran Teoritis:

Berdasarkan hasil dari penelitian yang telah dilakukan, keterbatasan dalam penelitian ini adalah peneliti hanya meneliti konsumen yang menggunakan jasa pelayanan maskapai penerbangan AirAsia yang berdomisili di Surabaya, sehingga untuk penelitian selanjutnya diharapkan untuk melakukan penelitian dalam jangkauan wilayah yang lebih luas untuk mendapatkan hasil yang lebih akurat.

### 2. Saran Praktis:

- a. Pihak AirAsia di Surabaya diharapkan lebih memperhatikan keramahan yang di tunjukkan karyawan mereka terhadap para konsumen. Apabila karyawan lebih ramah dan tanggap dalam menanggapi para konsumen pasti juga akan berdampak baik pada perusahaan AirAsia di Surabaya sendiri.
- b. Pihak AirAsia harus lebih dapat menyesuaikan harga dan pelayanan yang diterima oleh para konsumen. Sehingga kepuasan konsumen akan tercapai.
- c. Pihak AirAsia harus lebih memperhatikan iklan yang dimuat di media masa, harga yang tertera dalam iklan harus sesuai dengan kenyataan sehingga para konsumen tidak tertipu dan lebih puas dalam menggunakan jasa penerbangan AirAsia

## DAFTAR KEPUSTAKAAN

- Akbar MM dan N Pervez. 2009. Impact of Service Quality, Trust and Customer Satisfaction on Customer Loyalty. *ABAC Journal*. Vol 29. No.1
- Alma, Buchari, 2009, *Manajemen Pemasaran dan Pemasaran Jasa*, Cetakan kedelapan, Bandung: Alfabeta.
- Canny, I.U. 2014. Measuring the Mediating Role of Dining Experience Attributes on Customer Satisfaction and Its Impact on Behavioral Intentions of Casual Dining Restaurant in Jakarta, *International Journal of Innovation*, Vol. 5 No. I, pp. 27-28.
- Chen, Shu-Ching, (2013), The Customer Satisfaction-Loyalty relation in an interactive e-service setting: The mediators, *Journal of Retailing and Consumer Service*, No. 19, p 202-210.
- Dabholkar, P.C., Shepherd, D., dan Thorpe, D.I. 2000. A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues Through a Longitudinal Study. *Journal of Retailing* 76 (2): 139-73.
- Darmawan dan Wandebori, 2013, *Proposed strategy improvement for citilink airline to increase market share*, The Indonesian Journal of Business Administration, Vol. 2, No. 14, 2013:1706-1717.
- Dharmmesta, B. S. 1998. *Theory of planned behaviour dalam penelitian sikap, niat dan perilaku konsumen*. Kelola 18 (VII): 85-103.
- Dickson P. R. and Sawyer, A. G.. 1990 “The Price Knowledge and Search of Supermarket Shoppers” *Journal of Marketing* vol. 54, p 42–53.
- Dodds, W.B., Monroe, K.B, & Grewal, D, 1985, The Effect of Brand and Price Information On Subjective Product Evaluation. *Journal of Marketing*. P85-90.
- Ghozali, I. dan Fuad, 2005, Model Persamaan Struktural, Konsep dan Aplikasi dengan Program Amos Ver. 5.0, Semarang: Universitas Diponegoro.

- Gwinner, 1998, Olivier Morrison, John W. Huppertz.2008, *Jurnal External Eruity, Loyalty Program Membership, and Service Recovery*.
- Gwinner, Kevin P., Dwayne D. Gremler, and Mary Jo Bitner. 1998. Relational Benefits in Service Industries : The Customer's Perspective. *Journal Academic Marketing Science*, Vol. 26, pp. 101-114.
- Hair, Joseph and Rolph Anderson. 2006. *Multivariate Data Analysis*, Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Hallowell, Roger, 1996, The Relationship of Customer Satisfaction, Customer Loyalty and Profitability: An Empirical Study, *International Journal of Service Industry Management*. Vol. 7. No 4., p 27-42.
- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003), "Customer Repurchase Intention. A General Structural Equation Model", *European Journal of Marketing*, Vol. 37, No. 11/12, pp. 1762-1800.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, Dwayne D. Gremler, 2002, Understanding Relationship Marketing Outcomes : An Integration of Relational Benefits and Relationship Quality . *Journal of Service Research*, Vol. 4, No. 3, pp. 230-247.
- Hennig-Thurau, Thorsten, Edward C. Malthouse, Christian Friege, Sonja Gensler, Lara Lobschat, Arvind Rangaswamy, and Bernd Skiera (2010), "The Impact of New Media on Customer Relationships," *Journal of Service Research*, p 311-330.
- Hennig-Thurau, Henrik Sattler, and Christian M. Ringle (2010), "The Role of Parent Brand Quality for Service Brand Extension Success," *Journal of Service Research*, p 379-396.
- Hoyer, W.D., & Macinnis, D.J, (2008), *Consumer behavior* (5thed.) USA: South-Western.

- Juran. Joseph M, 1993, *Quality Planning and Analysis*. Third edition. New York: McGraw-Hill. *Gaining Competitive Advantage through Customer Satisfaction and Customer.*
- Khraim, Hamza Salim., Sameer M. Al-Jabaly, dan Aymen S. Khraim, 2014, The Effect of Perceived Value and Customer Satisfaction on Perceived Price Fairness of Airline Travelers in Jordan. *Journal of Management*, Vol 2. No 5. pp 186-196. Jordan: University Applied Science.
- Kotler, Philips., 1994. *Marketing Management Concept*, New Jersey. Prentice Hall Inc.
- Kotler, Philip, 2002, *Marketing Management*, Millenium Edition North Western University New Jersey, Prentice Hall Inc.
- Kotler, Philip.2003. *Manajemen Pemasaran*. edisi kesebelas, Jakarta: Indeks kelompok Gramedia.
- Kotler, P., & Amstrong, G. (2008). *Principle of Marketing*. 13rd Edition. New Jersey: Prentice-Hall Inc.
- Lupiyoadi, R., 2001, *Manajemen Pemasaran Jasa*. Jakarta : Salemba Empat.
- Lupiyoadi, Rambat, 2013, *Manajemen pemasaran jasa*. Jakarta : Salemba Empat.
- Mackay, Mostert dan Petzer ., 2015, The Interrelationship Between Service Quality, Relation Benefits, Customer Satisfaction and Behavioral Intentions in the South African. *The retail and Marketing Review*, Vol. 11, No. 1.
- Mulyono, 2008, *Analisis Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Konsumen*, Studi Kasus Puri Mediterania Semarang.
- Nasrin Koshki, Hassan Esmaeilpour and Abbas Saleh ardestani., 2014, The Study on the Effects of Environmental Quality, Food and Restaurant Services on Mental Image of the Restaurant, Customer

Perceived Value, Customer Satisfaction and Customer Behavioral Intentions. *Kuwait Chapter of Arabian Journal of Business and Management Review Vol. 3, No.10; June. 2014.*

- Naumann and Kathleen Giel, 1995, *Customer Satisfaction Measurement and Management*, Cincinnati, Ohio: Thomas Executive Press.
- Oliver, R.L, 1999, Whence Consumer Loyalty, *Journal of Marketing*, Vol. 63, pp. 33-44.
- Parasuraman, Valerie A. Zeithaml. Leonard Berry, 1985, A conceptual Model of Service Quality and Its Implication for Future Research. *Journal of Marketing*, Volume 49.
- Parasuraman, A., V. A. Zeithaml, dan L.L. Berry, 1998, SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality, *Journal of Retailing*, Vol. 64, No. 1.
- Pradeep, 2011, *Employee Retention by Motivation*. Vol.4 No. 12. p 1778-1782. *Indian Journal of Science Technology*.
- Ruiz-Molina, Maria-Eugenia., Irene Gil-Saura, and Gloria Berenguer- ontri. 2009. Relational Benefits And Loyalty in Retailing: An Inter-Sector Comparison. *International Journal of Retail & Distribution Management*, Vol. 37 No. 6, pp. 493-509.
- Schiffman dan Kanuk, 2008, *Perilaku konsumen* Edisi 7. Jakarta: Indeks.
- Silalahi, G. A., 2006, *Metode Penelitian dan Studi Kasus*, Sidoarjo: Citramedia.
- Sondoh, Stephen L, Maznah, Nabsiah, Ishak and Harun., 2007, The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in The Context of Color Comestic. *Asian Academy of Management Journal*, Vol. 12, No. 1, 83–107, January 2007.
- Sugiyono, 2008, *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Bandung: C.V. Alfabeta.
- Taylor, Bansal Harvir and Gregory Irving 2004. *A. Three Component Model*

*of Customer Commitment to Service Providers*, Journal Of The Academy Marketing Science.

Tjiptono, Fandy, 2001, *Manajemen jasa*. Edisi kedua. Yogyakarta : Andi Offset.

Tjiptono, Fandy dan Gregorius Chandra, 2011, *Service quality dan Satisfaction*, edisi 3 p 312.

Yen, C., dan Lu, 2008, Factors influencing online auction repurchase intention. *Journal of Internet Research*. Vol. 18 No. 1: 7-25.

Yu-Kai, Huang, 2009, Applying Importance-Performance Analysis To Evaluate Logistic Service Quality For Online Shopping Among Retailing Delivery. *International Journal Of Electronic Business Management*, 7 (2), 128-136.

Zeithaml, Bitner, Gremler, 2006, *Services Marketing: Integrating Customer Focus Across The Firm*, Singapore, The MCGraw-Hill Companies.

Zeithami, Valerie A, (1988), "Consumer Perceptions of Price, Quality and Value: A Means End Model and Synthesis of Evidence," *Journal of Marketing*, Vol 52 July.

Zeithaml, V.A, 1988, *Consumer Perceptions of Price, Quality, and Value A Means-End Model and Synthesis of Evidence*. Journal. P2-22.

Zheithaml, Valerie A., Mary Jo Bitner, and Dwyne D. Gremler. 2006. *Service Marketing-Integrating Customer Focus Across The Firm 4th edition*. New York : McGraw Hill.