

## **BAB 5**

### **SIMPULAN DAN SARAN**

#### **5.2 Simpulan**

Berdasarkan pada hasil pembahasan, maka bisa dijelaskan mengenai simpulan dari hasil penelitian ini yaitu sebagai berikut:

1. Berdasarkan hasil dari pengolahan data membuktikan bahwa Kualitas Layanan berpengaruh positif terhadap Kepuasan Nasabah. Hasil tersebut menunjukkan bahwa nasabah merasakan kepuasan dalam melakukan transaksi pada BRI di Surabaya, jika konsumen memiliki sudut pandang yang positif akan kualitas layanan dari Bank BRI di Surabaya. Dengan demikian, hipotesis pertama yang menyatakan bahwa Kualitas Layanan berpengaruh terhadap Kepuasan Pelanggan dapat diterima. Artinya semakin baik kualitas layanan, pelanggan akan semakin puas. Hasil penelitian ini sesuai dengan penelitian yang dilakukan oleh Olorunniwo, Festus., and, Maxwell K. Hsu (2006).
2. Berdasarkan hasil tersebut menunjukkan bahwa nasabah merasakan kepuasan dalam melakukan transaksi pada BRI di Surabaya, jika nasabah memiliki sudut pandang positif akan proses Penanganan Terhadap Komplain pada BRI di Surabaya. Dengan demikian, hipotesis kedua yang menyatakan bahwa Penanganan Terhadap Komplain berpengaruh terhadap Kepuasan Pelanggan dapat diterima. Artinya semakin baik penanganan komplain, pelanggan akan semakin puas. Hasil

penelitian ini sesuai dengan penelitian yang dilakukan oleh Kau, Ah-Keng and Elizabeth Wan-Yiun Loh (2006).

3. Hasil tersebut menunjukkan bahwa jika konsumen merasa puas jika melakukan transaksi pada BRI di Surabaya, maka akan mempengaruhi loyalitas pada Bank BRI di Surabaya. Dengan demikian, hipotesis ketiga yang menyatakan bahwa Kepuasan Pelanggan berpengaruh terhadap Loyalitas dapat diterima. Artinya semakin puas, konsumen akan semakin loyal. Hasil penelitian ini sesuai dengan penelitian yang dilakukan oleh Bontis, Nick., and Lorne D. Booker (2007).

## **5.2 Saran**

Berdasarkan hasil penelitian dan pembahasan yang telah ada, saran-saran yang dapat diberikan oleh peneliti adalah sebagai berikut:

### **5.2.1 Saran Akademis**

Hasil penelitian ini dapat digunakan sebagai referensi bagi yang ingin melanjutkan penelitian sejenis atau melakukan penelitian lebih lanjut, khususnya mengenai konsep atau teori yang mendukung manajemen pemasaran yang terkait dengan kepuasan pelanggan dan penanganan komplain yang berdampak pada kepuasan dan loyalitas konsumen.

### **5.2.2 Saran Praktis**

1. Untuk mendapatkan kepuasan konsumen, perusahaan perlu memperhatikan akan pentingnya kualitas layanan serta

penganana komplain. Semakin baik kualitas layanan dan penanganan komplain, maka konsumen dengan sendirinya akan merasa puas dengan kinerja bank tersebut. Untuk membuat kualitas layanan dan penanganan komplain menjadi semakin baik bisa dilakukan dengan memberikan pelayanan training tambahan bagi karyawan agar karyawan dapat berkinerja dengan lebih baik seperti pelayanan yang tepat dan cepat, efektif dan efisien sehingga nasabah mendapatkan kepuasan yg maksimal dan menjadi loyal terhadap perusahaan.

2. Perusahaan dalam menciptakan loyalitas konsumen perlu menciptakan terlebih dahulu kepuasan konsumen. Karena dengan terciptanya kepuasan konsumen, maka konsumen dengan sendirinya akan percaya dengan perusahaan tersebut, dan tercipta loyalitas. Menciptakan kepuasan bisa dilakukan dengan cara meningkatkan kualitas layanan, memberikan fasilitas yang berbeda dari pesaing seperti *customer care* 24 jam, serta memperbanyak mesin ATM atau inovatif lain sehingga mempermudah nasabah dalam melakukan transaksi dan juga meningkatkan kenyamanan nasabah terhadap perusahaan tersebut yang artinya meningkatkan loyalitas nasabah.

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