

## CHAPTER IV

### SUMMARY AND RECOMMENDATIONS

In this chapter, it consists of summary and recommendations for research that has been conducted regarding the effect of product quality and service quality on customer satisfaction at Sinar Mas gold jewelry store.

#### 4.1 Summary

Based on the research with on 100 respondents of Sinar Mas gold jewelry store, it is concluded:

1. The product quality variable (X1) has a positive and significant effect on customer satisfaction at Sinar Mas gold jewelry store with a correlation relationship that is classified as very strong. Any variation in level of customer satisfaction, product quality seems to account for 53.8% of such variation. This implies that as product quality increases, customer satisfaction increases as well, and any reduction in customer satisfaction can be attributed to reduction in product quality 53.8% of the times.
2. Service quality variables (X2) has a positive and significant on customer satisfaction at Sinar Mas gold jewelry store with a correlation relationship that is classified as very strong. Any variation in level of customer satisfaction, service quality seems to account for 66.9% of such variation. This means that when customers are happy with a services, it will stimulate consumers to buy repeatedly and recommend others to buy the product or service on Sinar Mas gold jewelry store.

3. Product quality variables (X1) and service quality (X2) simultaneously has a significant an effect on customer satisfaction Sinar Mas gold jewelry store of 71.2%. This means that the better perception of the product quality variable and the service quality variable, the higher level of customer satisfaction with Sinar Mas gold jewelry store.

## **4.2 Recommendations**

The following are several recommendations that can be given to Sinar Mas gold jewelry store as a consideration for the future:

### **4.2.1 For Sinar Mas Gold Jewelry Store**

1. Overall, the quality of Sinar Mas gold jewelry store products is considered very good however, there is the lowest score indicators namely PQ1 Sinar Mas gold jewelry store not easily damaged. Therefore the researcher suggests to Sinar Mas gold jewelry store needs to pay attention to the quality of gold jewelry offered before the sale through quality control in order to maintain consumer satisfaction. From that, it can help the Sinar Mas gold jewelry store to expand market share, increase profitability and ensure trade sustainability.
2. Overall, service quality of Sinar Mas gold jewelry store has been rated very good, however there is the lowest score indicators SQ2, namely Sinar Mas gold jewelry store employees agility in handling problems and customer complaints, in providing services to customers with understanding customer needs and desires. Managing and resolving customer complaints quickly can improve Sinar Mas gold jewelry store business reputation and process.

To outperform the competitors, satisfying the needs of customers is important to attract them to revisit and need to ensure that the service consumption process in their premises is enjoyable for the customers as it can influence the overall perception of service quality.

3. Customer satisfaction is the goal of every company for the survival of every company. The findings of this study give suggestions to Sinar Mas gold jewelry store on how to gain new customers and retain old customers, which can lead to organizational growth. Paying attention and increasing the level of customer satisfaction is very useful in the world of business competition. By paying attention to customer satisfaction, Sinar Mas gold jewelry store can find out about complaints and feedback from customers who receive services or products. From complaints and suggestions, Sinar Mas gold jewelry store can improve the quality of customer service and products offered to compete and outperform competitors.

#### **4.2.2 For Future Researchers**

Due to the limitations of this study, further research needs to be carried out by Sinar Mas gold jewelry store or outsiders related to variables outside this study, such as price variables, customer loyalty, and so on. So that it can strengthen the results of the application of science in the field of marketing.