

CHAPTER IV

CLOSING

4.1 Conclusion

Based on the research findings and discussions related to the 93 respondents who are members of the Rimbun Herbalife Nutrition Club in Bekasi, an analysis was conducted to examine how Customer Relationship Management (X1) and Service Quality (X2) impact Customer Satisfaction (Y), leading to the following conclusions.

1. Customer Relationship Management at Rimbun Herbalife Nutrition Club Bekasi does not significantly impact Customer Satisfaction. This empirical result disproves the initial hypothesis (H1). It shows that managing relationships closely, keeping track of administrative tasks, and engaging through digital means do not consistently lead to higher customer satisfaction. In this particular health club setting, members assess their satisfaction based on the immediate results they receive from the services offered, rather than on long-term relationship management approaches. This means that the backend CRM processes operate more as a supporting system rather than a primary focus.
2. The service quality at Rimbun Herbalife Nutrition Club in Bekasi has a positive and highly significant effect on customer satisfaction. This empirical result supports the second hypothesis (H2) and shows that service quality is the main factor driving the research model. High quality

performance in areas like responsiveness, empathy, and reliability directly affects how satisfied the members are. Any meaningful enhancement in the core coaching process will consistently and directly lead to higher levels of consumer satisfaction.

3. Customer Relationship Management and Service Quality both have a major impact on Customer Satisfaction at the same time. This joint variance shows that the overall research approach is statistically able to predict levels of satisfaction. However, this simultaneous effect is highly asymmetrical, as it is mainly influenced by the performance of Service Quality, while Customer Relationship Management does not have a significant impact on its own.
4. In summary, this study finds that Service Quality serves as the main operational factor that influences Customer Satisfaction at Rimbun Herbalife Nutrition Club Bekasi. While many traditional approaches suggest that both building relationships and maintaining service quality are equally important, this study offers a new finding based on real-world evidence. It shows that in online coaching settings focused on utility, the level of service quality has a much stronger impact on customer satisfaction than the efforts put into managing relationships.

4.2 Suggestion

Based on the findings from this research, there are several practical and academic recommendations that can be considered for future application:

1. Prioritizing Resource Allocation toward Service Quality

Since Service Quality (X2) has been shown to be the most significant factor in influencing Customer Satisfaction (Y), the management of Rimbun Herbalife Nutrition Club Bekasi should focus its operational resources on maintaining and improving this aspect. The main emphasis should be on enhancing the daily ability of coaches to monitor nutritional intake, making sure that evaluation schedules are followed strictly, and providing accurate dietary advice. The trust and understanding shown by coaches in online consultation sessions are the key qualities that make members feel appreciated and content.

2. Restructuring the Customer Relationship Management Strategy

Since Customer Relationship Management (X1) does not have a major impact on Customer Satisfaction (Y), the nutrition club is recommended to change its approach from a strictly administrative method to one that focuses on creating value. Management should not place unnecessary demands on members through excessive digital engagement or rigid follow-up processes if these actions do not directly support immediate improvements in physical health. CRM practices should be made more efficient and unified as a supportive function that helps ensure smooth and consistent service delivery on a daily basis without creating a sense of bureaucracy.

3. Focusing on real health results and personal change for members.

The participants in this study showed that their main reason for enrolling in the online coaching program was to make real improvements in their health and to use high-quality nutritional products. Therefore, coaches need to make sure that fitness and diet plans are customized and flexible, designed to fit the specific daily routines and physical needs of each person. This strategic focus makes sure that consumer expectations about their long-term health results are consistently met.