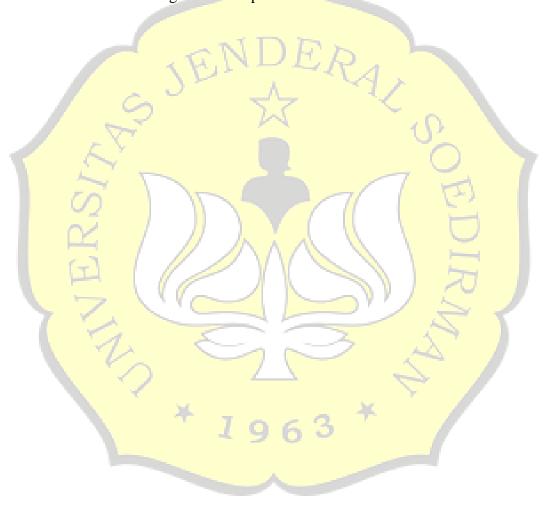## V.   CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the data analysis and discussion that has been stated in the previous chapter, it can be concluded that this research was conducted by testing 25 attributes contained in the servqual approach (Tangible, Reliability, Responsiveness, Assurance, Empathy) by distributing questionnaires to 130 respondents, namely clients of CV Brother Indonesia.

1. The results of the gap analysis (gap) show that the overall level of service quality at CV Brother Indonesia is negative (-) between customer perceptions and customer expectations with a value of -3.7, indicating that the services provided have not met customer expectations. In the gap value of all dimensions of service quality (Service Quality) of -3.7. There is one dimension that gets the largest gap value, namely the Reliability dimension with a value of -0.83.

2. Further analysis using Importance performance analysis (IPA). By calculating the average for each service attribute of the Importance and Performance variables. Each attribute is described in a Cartesian diagram, the results of the Cartesian diagram show the position of the service quality attributes provided to the client CV Brother Indonesia based on the level of satisfaction and the level of expectations there are 4 dimensions in quadrant A, where this is the main priority to be immediately repaired and improved because it has a very low level of satisfaction, the problematic attributes, namely:

    a) Attribute P2 CV Brother Indonesia has complete facilities and infrastructure that support work

b) Attribute P7 CV Brother Indonesia is able to run the event on time according to the rundown at the beginning of the agreement

c) Attribute P15 Crew CV Brother Indonesia is knowledgeable, and trained in running events

d) Attribute P18 CV Brother Indonesia crew readiness to help clients or event guests solve problems

B. Implications

With the existence of a gap value regarding the quality of service provided to clients of CV Brother Indonesia. The results of this research are able to analyze the quality of service at CV. Brother Indonesia and makes the results of priority attributes a consideration for the company to improve the quality of its services based on customer needs so that problems that occur can be resolved through effective and efficient stages. Eliminate this gap by giving customers the opportunity to convey their dissatisfaction to management and use it as material for future evaluation for better service quality.For future researchers, it is recommended to increase the number of indicators to be used, so that a picture and results that are close to the actual conditions can be obtained.

C. Research Limitations

1. The number of respondents, which is only 130 people, is certainly still insufficient to describe the real situation.

2. In the process of collecting data, the information provided by respondents through questionnaires sometimes does not show the actual opinions of respondents, this happens because sometimes there are different thoughts, assumptions and understandings of each respondent, as well as other factors such as honesty in filling out the respondent's opinion in the questionnaire.

3. This study only assesses the influence of several service quality factors on client satisfaction so that further research needs to be developed to examine the influence of other factors that have not been studied on client satisfaction