

CHAPTER V CONCLUSION AND IMPLICATION

A. Conclusion

Based on the result of analysis, it can be concluded as follows:

1. Water Quality has a positive impact to Customer Satisfaction
2. Variety of Attraction has a positive impact to Customer Satisfaction
3. Water Quality has a negative impact to Post-Purchase Behavior
4. Variety of Attraction has a negative impact to Post-Purchase Behavior.
5. Customer Satisfaction has a negative impact to Post-purchase Behavior

B. Implications

The results of this study provide theoretical and practical contributions. The results help managers to attain a more deeply understanding of post purchase behavior, water quality and variety of attraction. Increasing the support, empathy and efficiency with tourists, managers can increase their satisfaction and their loyalty to the destination.

There are some implications for the managers, those are:

1. As the explanation of the measurements of water quality, such as smell, clean, and clarity the managers must paying attention to it. The way is the managers can make some work-program for example, the employees must check the condition of the water every 3 hours while they are in open-time, do some inspection to check the rubbish in the pool, and clean it. It will minimizing the complaints of the visitors, and attract them to revisiting Dreamland Waterpark.

2. In order to make the customer satisfy and comeback visiting Dreamland, the water quality must be controlling and maintaining well. To keep the water always clean and not contaminating by rubbish Dreamland can give some fun board to inviting the customers keeping the water always clean. The customers will feels that they are a part of Dreamland Waterpark and keeping the satisfying each other to always enjoying the clean water of Dreamland, the customers will become loyal, and definitely revisit Dreamland Waterpark.
3. The attraction in Dreamland must be improved. They can improving the attraction by adding some attraction that never been made in another waterpark. Maybe they can adding a place like seaworld, to encourage the customer to not only playing in Dreamland, but they also can improve their knowledge. The managers can ask the employees for repainting the attraction for example, to make the attraction always look fresh. Managers also can providing a safety insurance to the visitors may be the factor that can increasing the of the customers, because insurance can give them more comfort while enjoying Dreamland's facility, and they will feels that they are safety.
4. The attraction in Dreamland have some kind of attractions, so they can improve the inside of every attraction. They can add some tools or game in every attraction. For example, in wave pool they can add some boat and the giant ball that can be played by the visitors. They also can inviting some national entertainment to the Dreamland, for example

inviting a national singer artist. When Dreamland always improve and provide something new, it will attract the customer curiosity and definitely make the customer want to come back visiting Dreamland.

C. Future Research

There are some future research suggestion to continue this research. Some of the suggestion are mentioned below:

1. Further research can expand the studies by using the other independent variables or adding the mediation or moderator variables, such as destination image, tourism complaints, service quality, etc. to explore more factors influence post-purchase behavior.
2. Using different sampling method on the research and more respondent, such as direct interview and observation to get more clearly explanation to concluding the result.
3. Using another analysis method to continue the research, so it will be more clear result and explaining what is the factors of post-purchase behavior.