

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

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

1. Customer trust has a positive effect on Customer Satisfaction at PT Kobra Panca Sakti.
2. Service quality has a positive effect On customer Satisfaction at PT Kobra Panca Sakti.
3. Perceived Price has a positive effect on Customer Satisfaction at PT Kobra Panca Sakti
4. Customer satisfaction has a positive effect on Customer Loyalty at PT Kobra Panca Sakti

#### B. Implication

##### 1. Managerial Implications

Based on the discussion that has been concluded, then the suggestions that can be given are:

- a. Customer trust variables has positive effect on customer satisfaction. Customer trust consisting of trust believe and trust invention To Increase customer trust PT. Kobra Panca Sakti should keep good name of company to customer so that customer will still believe and will not move to other expedition service. To keep good name of company, PT. Kobra Panca Sakit should preparing and giving well service in every time, so it will not any mistake when facing customer, because zero mistake is build and keep good name of company.

- b. Service quality variable has been proved to have an effect on to customer's satisfaction, PT Kobra Panca Sakti should still give the best service quality to customer so as not to disappoint the customer. Quality of service in question that is to send goods on time according to the services provided, understand customer needs, can answer customer's perceived complaints well, responsive in helping customers through provided call center, detail information about PT Kobra Panca Sakti in website and added the staff to increases their services.
- c. The perceived price variable has been shown to have an effect on customer satisfaction PT Kobra Panca Sakti should give applied some pricing strategy to keep customer satisfaction with giving some discount, so it can make customer satisfy.
- d. In keeping customer loyalty and customer satisfaction, PT. Kobra Panca Sakti should keeping and maintain their service in high quality, because when the quality is good, customer will loyal and satisfy with PT. Kobra Panca Sakti.

## **2. Theoretical Implications**

According to the implications above, further researcher need to extend studies and develop the research model by change the research location other than PT Kobra Panca Sakti. This research focused in service delivery, customer satisfaction and customer loyalty. There is other variable such as customer trust, service quality and price. In addition, future research should more concentrate on customer satisfaction and repeat purchasing (repeat using services delivery), customer experiences, customer expectations and customer retention in PT Kobra Panca Sakti and they can also give discount for customer loyal and discount for day off. For future research also need develop wider study object to produce the better result of study more generally and objectively reference journal and literature to be more complete.

### **3. Research Limitation**

- a. The limitations encountered is about questionnaire to respondent, some of respondent un completely fill the questions. And the amount of respondent in this research limited (hard to persuade customer to fill the questionnaire)