

## **CHAPTER V**

### **CONCLUSION AND IMPLICATION**

#### **A. Conclusion**

1. Perceived Quality has a positive influence on Perceived Value
2. Service Quality has a positive influence on Perceived Value
3. Perceived Price has a positive influence on Perceived Value
4. Perceived Value has a positive influence on Customer Satisfaction

#### **B. Implication**

1. Empirical Implication
  - a. As an effort to increase perceived value and customer satisfaction management of PDAM Purbalingga needs to make priority on perceived quality, service quality and perceived price. To increase perceived quality, the ways can be done by maintaining the quality of water to keep it clean and clear, the company should maintain the cleanliness of the environment in the area of springs and reservoirs. And, for response to consumer complaints about the odor of chlorine on water, the company should be able to provide the correct answer that the chlorine used is still limited to the standard of use and aims to eliminate the existing microorganisms. Also, checking pipes regularly to find out the leakage or damage to the pipes. As well, since this is a program funded by the goverment, it is hoped that company provied equipment such as national standard pipes to keep the tool durable.

- b. To increase the service quality regarding the service suited for customers need is ensuring that PDAM Purbalingga are reliable and capable of providing good services from the beginning installment. Always follow up the consumer complaints related to the services problem quickly and accurately about leak of pipes or another problems.
- c. As an effort to increase perceived price, management of PDAM Purbalingga needs to focus on this program that provides low prices to lower middle class so this program can run in a long time.
- d. As an effort to increase perceived value, management of PDAM Purbalingga needs to make priority of customer satisfaction. The ways can be done by improving the quality of products such as comfort and safety. Improve the consumer's experience toward products, improve services to treat equally to all customers both old and new customers.

## 2. Theoretical Implication

- a. Future research should be use or add variables that have not been studied such as word of mouth, customer loyalty, trust, and so on.
- b. If possible, future research should be developing a research model by adding moderation and mediation variables.
- c. Associated with the subject or location of the study, the researchers should develop a research model by changing the location of the study in other PDAM.

### C. Limitation

Researcher realized that this study has many shortcomings and limitations; although researcher had tried the best to make this study is well-completed. The limitations of this study are:

- a. There is a goodness of fit model measurement that still in marginal category, namely Adjusted Goodness of Fit Index (AGFI). While the others measurements, such as Minimum Sample of Discrepancy Function with Degree of Freedom (CMIN/DF), Goodness of-Fit Index (GFI), Tucker Lewis Index (TLI), Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA) are in good category.
- b. The collections of data through questionnaires in this study still have some weaknesses such as lack because majority of respondents are farmer who have low education and low understanding about filling the questionnaire. Although the questionnaire filling was accompanied by PDAM's employee but there are a lot of people who still can't provide the appropriate answer.