

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan analisis dan pembahasan pada bab sebelumnya, maka dapat diambil simpulan sebagai berikut:

1. *Service Quality* terbukti tidak berpengaruh positif dan tidak signifikan terhadap *Perceived Value* pada Haryono Travel di Surabaya. Oleh karena itu hipotesis I yang diajukan dalam penelitian ini, tidak diterima.
2. *Service Quality* terbukti berpengaruh positif dan signifikan terhadap *Customer Satisfaction* pada Haryono Travel di Surabaya. Oleh karena itu hipotesis II yang diajukan dalam penelitian ini, diterima.
3. *Customer Satisfaction* terbukti berpengaruh positif dan signifikan terhadap *Perceived Value* pada Haryono Travel di Surabaya. Oleh karena itu hipotesis III yang diajukan dalam penelitian ini, diterima.
4. *Perceived Value* terbukti berpengaruh positif dan signifikan terhadap *Behavioral Intention* pada Haryono Travel di Surabaya. Oleh karena itu hipotesis IV yang diajukan dalam penelitian ini, diterima.
5. *Customer Satisfaction* terbukti berpengaruh positif dan signifikan terhadap *Behavioral Intention* pada Haryono Travel di Surabaya. Oleh karena itu hipotesis V yang diajukan dalam penelitian ini, diterima.

5.2 Saran

Dari hasil penelitian dan simpulan yang telah disebutkan di atas, maka dapat diajukan saran sebagai berikut:

1. Saran teoristik: bagi manajemen Haryono Travel Surabaya:
 - a. Pihak manajemen Haryono Travel harus lebih lagi meningkatkan *Service Quality* yang dimana dapat mempengaruhi langsung *Customer Satisfaction* dan *Perceived value*. Dengan demikian pelanggan akan tetap menggunakan Haryono Travel sebagai biro jasa perjalanan yang dirasa pelanggan sebagai biro perjalanan utama dan pertama. Dengan cara itu pula dapat meningkatkan *brand image* pada Haryono Travel baik terhadap pelanggan atau pengguna jasa yang baru.
 - b. Untuk mengharapkan pembelian berulang pada pelanggan akan jasa Haryono Travel maka perlunya rasa puas pelanggan dengan memperhatikan apa yang diinginkan pelanggan sesuai dengan perubahan jaman. Dengan pola berpikir seperti itu, maka pelanggan akan merasakan kenyamanan yang lebih dan juga menciptakan persepsi pelanggan yang positif dimana terasa kepedulian, dan inovasi daripada pihak Haryono Travel.
2. Saran Akademis: bagi peneliti dimasa akan datang disarankan menambahkan variabel yang mempengaruhi *Perceived Functional Value*, *perceived relational value*, dan *Brand image*.

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