

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1. CONCLUSION

This study examined the effect of Assurance, Price, Responsiveness and Empathy, Meal Pace and Reliability of the Customer Loyalty through Customer Satisfaction in Cocari Restaurant in Surabaya. Based on the results of research and discussion by using Sturctural Equation Modelling (SEM), then the conclusion can be drawn as follows :

1. *Assurance* give influence significantly and have a positive influence on *Customer Satisfaction*, rejected. Thus the first hypothesis which states that *Assurance* give effect on *Customer Satisfaction* in Cocari Restaurant in Surabaya, accepted.
2. *Price* give direct influence significantly and have a positive influence on *Customer Satisfaction*, accepted. Thus the second hypothesis which states that *Price* give effect on *Customer Satisfaction* in Cocari Restaurant in Surabaya, accepted.
3. *Responsiveness and Empathy* give direct influence significantly and have a positive influence on *Customer Satisfaction*. Thus the third hypothesis

which states that *Responsiveness and Empathy* give effect on *Customer Satisfaction* in Cocari Restaurant in Surabaya accepted.

4. *Meal Pace* influence significantly and have a positive influence on *Customer Satisfaction*. Thus the fourth hypothesis which states that *Meal Pace* give effect on *Customer Satisfaction* in Cocari Restaurant in Surabaya accepted.
5. *Reliability* give the impact directly and negatively affect to *Customer Satisfaction*. Thus the fifth hypothesis which states that *Reliability* give negatively affect to *Customer Satisfaction* in Cocari Restaurant in Surabaya accepted.
6. *Customer Satisfaction* give direct influence significantly and have a positive influence on *Customer Loyalty*. Thus the sixth hypothesis which states that *Customer Satisfaction* give effect on *Customer Loyalty* in Cocari Restaurant in Surabaya accepted.
7. *Assurance* have negatively affect on *Customer Loyalty* through *Customer Satisfaction* significantly. Thus the seventh hypothesis which states that the effect on *Assurance on Customer Loyalty* through *Customer*

Satisfaction in Cocari restaurant in Surabaya accepted.

8. *Price* have positive affect on *Customer Loyalty* through *Customer Satisfaction* significantly. Thus the eighth hypothesis which states that the effect of *Price on Customer Loyalty* through *Customer Satisfaction* in Cocari restaurant in Surabaya accepted.
9. *Responsiveness and Empathy* have positive affect on *Customer Loyalty* through *Customer Satisfaction* significantly. Thus the ninth hypothesis which states that the effect of *Price on Customer Loyalty* through *Customer Satisfaction* in Cocari restaurant in Surabaya accepted.
10. *Meal Pace* have positive affect on *Customer Loyalty* through *Customer Satisfaction* significantly. Thus the tenth hypothesis which states that the effect of *Meal Pace on Customer Loyalty* through *Customer Satisfaction* in Cocari restaurant in Surabaya accepted.
11. *Reliability* have positive effect on *Customer Loyalty* through *Customer Satisfaction* significantly. Thus the eleventh hypothesis which states that the effect of *Reliability on Customer Loyalty* through *Customer*

Satisfaction in Cocari restaurant in Surabaya accepted.

5.2. SUGGESTION

Based on the conclusions that have been put forward several recommendations can be given in the form of suggestions that can be taken into consideration for Cocari Restaurant in Surabaya :

1. Academic Significance

This object on Cocari restaurant in Surabaya used in this study focused on respondents who have purchased and consumed product in Surabaya, so the result of Cocari restaurant is open. This provides opportunities for advanced study to conduct further research into the effects of Assurance, Price, Responsiveness and Empathy, Meal Pace and Realibility to Customer Loyalty through Customer Satisfaction on products in other restaurant.

2. Practical Significance

For the restaurant manager of Cocari in Surabaya, need to pay attention about the lowest value compared to other independent variables. In order to compete in the food and beverage industry is tight at the moment, so the manager Cocari restaurant in Surabaya have to defend the

values that have been attached to the respondents. The activities that can be done for example, among others :

- a. Train employees to be able to listen well, such as for example the employees should be able to give full attention, listen to customer complaints by making genuine and write down what customers are complaining then get specific matters of complaint.
- b. Train employees to be able to apologize sincerely to customers. It is indeed quite difficult to do, especially if it is not the employee who caused the problem. However, employees must remain capable of pleasing the customer by always being sincere.
- c. Train employees to be able to convince the customer that is able to repair mistakes made by customers to continue going back to Cocari. Of course, employees must also be able to perform precaution to prevent mistakes that have been made do not happen again.

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