

## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

#### **5.1. Conclusions**

Customers who stayed at Wyndham OPI Hotel Palembang were satisfied with the service quality and public facilities provided by the hotel. This is supported by the results of questionnaire that revealed the level of customers' satisfaction towards service quality and public facilities provided by Wyndham OPI Hotel Palembang reaching 90.6%. The questionnaire results also supported by the percentage of customers' satisfaction level for each variable of 9 aspects in this research. The total index value score for each aspect based on the interval score was 89.2% of speed aspect, 89.1% of accuracy aspect, 90.25% security aspect, 89.2% of hospitality aspect, 88.6% of competence aspect, 90.3% of access aspect, 91.5% of facility design of aesthetic aspect, 88.1% of uniform of employees aspect and 90.8% of availability aspect. The dominant aspect with the highest value of this research is facility design and aesthetic while the lowest value is uniform of employees aspect. These results show that all of the variables including 20 female students, 45 female workers, 5 female with other status, 10 male students, 13 male workers and 5 male with other status are satisfied with the service quality and public facilities provided by the hotel. In conclusion, the total score of 6 variables calculated from the 9 aspects analyzed in this research is 89.7% meaning "**Strongly Agree**".

#### **5.2. Suggestions**

Based on the research results and conclusions, the writer would like to give suggestions that can be taken into consideration for the services quality and public facilities provided by Wyndham OPI Hotel Palembang, especially to always improve the service quality to customers, keep maintaining existing good service quality, and know better about the public facilities needed by the customers. This should be done in order to reach customers' satisfaction and

make the customers have interest to stay again. Wyndham OPI Hotel Palembang staffs could maintain their good performance by practicing their communication and hospitality skills, and tracking performances of their working partner as an additional guidance. They also could improve the service quality to customers by participating in a staffs training workshop which is very important because service quality will lead to a better customers' experience. Wyndham OPI Hotel Palembang management should also know better about which public facilities that needs improvement, or what public facilities they should provide more. This could be done by observing the hotel's facilities and customers when they use the public facilities.