

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the writer presents the conclusion and suggestion.

5.1 Conclusion

Based on the findings and discussions in chapter four, the writer concludes that the level of customer satisfaction at G-Walk CitraLand Palembang is very satisfactory. After conducting a survey using a questionnaire on four factors of customer satisfaction according to Sabarguna (2014): service quality, price, facilities, and comfort at G-Walk CitraLand Palembang, the results indicate very high levels of customers' satisfaction across various assessed factors. Using Likert Scale Calculations, customers were found to be very satisfied with service quality, scoring 82.83%, covering reliability, accuracy of service, responsiveness, knowledge, courtesy of staff, and communication materials. The pricing factor also received positive feedback with a score of 76.98%, indicating that the pricing standards, quality of rides and food/beverages, price comparison, and overall experience matched the value paid. Facilities at G-Walk CitraLand Palembang were rated very satisfactory at 81.35%, encompassing integrity, cleanliness, organization, ease of use, and functionality. Comfort aspects also received a high score of 84.39%, including aesthetics and environmental cleanliness, overall experience, security, and visual appeal. Overall, G-Walk CitraLand Palembang has successfully provided highly satisfactory services to its customers across evaluated aspects. This demonstrates strong commitment from management to maintain and enhance service quality, pricing, facilities, and comfort for their customers.

5.2 Suggestion

Based on the conclusions drawn from this study, the writer would like to express several suggestions. Despite high levels of satisfaction, ongoing training in communication skills and customer service can further enhance service quality for employees. Adding additional facilities such as larger children's play areas, more

comfortable seating, and electronic device charging stations can enhance customers' comfort. Lastly, enhancing environmental design and cleanliness, increasing the number of waste bins, and improving cleaning frequency are also crucial to maintain a clean and comfortable environment.