

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the writer explain about the conclusion and suggestion from her research.

5.1 Conclusion

Based on the customers' perception result from observation, interviews, and questionnaires of the research on the stations and light trains, it can be concluded that, LRT South Sumatera has given the excellent service to the customers. The customers' perception were tested using RATER Model dimension to measure the excellent service quality. The RATER Model works with five dimensions include; reliability, assurance, tangibility, empathy, and responsiveness. Based on the research on RATER Model dimension, the excellent service in LRT South Sumatera is very appropriate.

The customers' perception result on reliability dimension is 48% of strongly agreed that the employees are reliable. The reliability dimension included timeliness of the schedules, employees' friendliness, customer service availability, and reliable regulations. Second, the customers' perception result on assurance dimension is 68% of strongly agreed that LRT South Sumatera can give assurance to the customers. The assurance dimension included the employees' ability to communicate effectively and to give needed information. Third, the customers' perception result on tangibility dimension is 53,40% of strongly agreed that the public facilities in LRT South Sumatera are clean, in good condition, and function well. The tangibility dimension included the quality of the seats in LRT, the air condition in LRT, interior placement in LRT, clean public restrooms, escalator, lift, musholla, relatable price with the service and the tidiness of the employees.

Fourth, the customers' perception result on empathy dimension is 50,50% of strongly agreed that the employees could give concern and attention to customers. The empathy dimension included the employees' ability to give sincere attention to make the customers comfortable and feel safe in LRT. Lastly, the customers' perception result on responsiveness dimension is 57,50% of strongly agreed that the employees and company could give fast respond to customers. The

responsiveness dimension included the ability of the company and employees to respond complaints, problem, and suggestions.

5.2 Suggestion

Based on the result of findings and discussion, there are some suggestions that might be useful for the LRT Sumatera Selatan, as follows:

1. The LRT South Sumatera should maintain the reliability dimension in their service, by keeping the schedules on time every day and always implementing reliable regulations to keep the environment safe and comfortable.
2. The LRT South Sumatera can add more schedules to reduce waiting time for the customers.
3. The employees should maintain and improve their ability to give assurance to the customers.
4. The employees should pay more attention to the cleanliness of the public facilities especially the public restrooms.
5. The employees should maintain and improve the empathy dimension by giving sincere attention to make the customers comfortable.
6. The LRT South Sumatera should keep updating the latest information via media communication, it will make it easier for customers to know the information.
7. As recommended by the customers, it will be good for the LRT South Sumatera to consider to build more stations in housing area to reach more customers.