

LAPORAN PENELITIAN

PENGARUH SUASANA PELAYANAN, INTERAKSI, KEPUASAN
PADA LOYALITAS KONSUMEN



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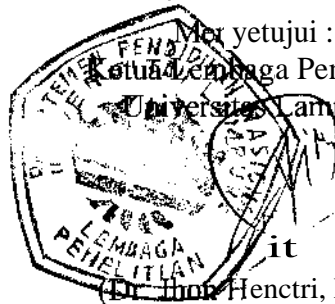
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BAB VII KESIMPULAN DAN SARAN

1. Kesimpulan

Berdasarkan hasil pengujian hipotesis terhadap 7 hipotesis penelitian yang dirumuskan sebelumnya dapat disimpulkan bahwa:

- a. Suasana tempat pelayanan memiliki pengaruh positif pada interaksi sesama konsumen dan kepuasan konsumen pada lembaga. Interaksi sesama konsumen memiliki pengaruh pada kepuasan dan loyalitas terhadap perusahaan, tetapi tidak memiliki pengaruh positif pada komunikasi *word-of-mouth*. Kepuasan terhadap pegawai dan dosen berpengaruh pada loyalitas terhadap pegawai dan dosen, serta berpengaruh pada kepuasan terhadap lembaga. Loyalitas kepada lembaga memiliki pengaruh positif pada komunikasi *word-of-mouth*.
- b. Penelitian ini dapat dikategorikan sebagai penelitian konfirmatori dengan mengacu pada model yang telah diajukan oleh peneliti sebelumnya. Perbedaan dengan penelitian sebelumnya terletak pada latar yang digunakan.

2. Saran

- a. Agar semakin memperkaya temuan yang ada hendaknya penelitian selanjutnya dilakukan dengan menguji model yang sama tetapi menggunakan latar penelitian yang berbeda. Sehingga dapat dilihat konsistensi instrument penelitian yang digunakan.
- b. Implikasi praktis dan penelitian ini dapat digunakan bagi praktisi pendidikan dan pemasaran untuk memperhatikan variabel-variabel yang sangat berpengaruh dalam penelitian ini terkait penciptaan sarana dan suasana pelayanan yang ada.

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