BAB VI
CONCLUSION AND SUGGESTION

In this chapter several aspects are concluded as result of data processing and data analysis. Conclusion itself is the answer of what kind of the problem formulated. Beside that, suggestions are given to be beneficial for other researcher for further research.

6.1 Conclusion

Based on the data processing and data analysis, then conclusion could be conducted as follows:

1. According to servqual analysis it is found that overall service quality performance of PT Pos Indonesia and CV Titipan Kilat are have negative gap meaning there are differences between expectancy and perception belief.

2. Customers categorize the attributes as attractive, one dimensional and must be requirements. The attractive attributes are potential attributes that need to be improved, they are:
   - No limitations for the products being shipped
   - Easy payment
   - The company knows the customer's needs and always extends new information for the services

3. To reach better quality of services, the management of PT Pos Indonesia should improve several aspects in its technical response, they are:
   - Complaint Handling
   - Safety and cleanliness on shipment and delivery process
   - Safety and Security in office, warehouses and parking lots
   - Customer relation and satisfaction
   - Employee Behaviour
   - Employee Training
   - Employee's knowledge about company's service
Automated facilities
Simple bureaucracy and process flow

4. Service quality performance of PT Pos Indonesia is lower than that of the competitor.

6.2 Suggestion
Suggestions can be given for further research is:
1. Further research to develop the implementation of SERVQUAL considering not only external aspect but also internal aspect is necessarily conducted
2. Further research to implement this integrated method in different business type is necessarily conducted to know the differences of its application