

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents some conclusions and recommendations relevant to the research findings and research data analysis presented in Chapter IV. All conclusions presented here are based on the empirical findings from the research respondents. Again, the conclusions presented here are focused on the result of research hypothetical tests.

5.1. Conclusions

1. The mathematical model that explains the relationship between tangible (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4), empathy (X_5) and customer satisfaction (Y) can be formulated in the equation below this:

$$Y = -0.071 + 0.174X_1 + 0.316X_2 + 0.204X_3 + 0.159X_4 + 0.176X_5$$

Based on the above mathematical model of multiple linear regressions, following interpretations can be made:

- a. The constant value is -0.071. It means that if all variables tangible (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4), and empathy (X_5) remain constant or equal zero (0), the customer satisfaction will decrease by 0.071 score.

- b. If tangible (X_1) increases by 1 score, the customer satisfaction (Y) will increase by 0.174 score with the assumption that X_2 , X_3 , X_4 , and X_5 remain constant.
- c. If reliability (X_2) increases by 1 score, the customer satisfaction (Y) will increase by 0.316 score with the assumption that X_1 , X_3 , X_4 , and X_5 remain constant.
- d. If responsiveness (X_3) increases by 1 score, the customer satisfaction (Y) will increase by 0.204 score with the assumption that X_1 , X_2 , X_4 , and X_5 remain constant.
- e. If assurance (X_4) increases by 1 score, the customer satisfaction (Y) will increase by 0.159 score with the assumption that X_1 , X_2 , X_3 , and X_5 remain constant.
- f. If empathy (X_5) increases by 1 score, the customer satisfaction (Y) will increase by 0.176 score with the assumption that X_1 , X_2 , X_3 , and X_4 remain constant.
- g. In term of dominance, it is noticed that reliability (X_2) contributes most dominantly the customer satisfaction at PKU Muhammadiyah Hospital, whose regression coefficient is 0.316.
2. Simultaneously, tangible (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4), and empathy (X_5) influence significantly the customer satisfaction (Y). It can be proven statistically, which $R = 0.929$. It lies on the range 0.50 – 1.00, which means that the relationship is very significant. F_{count} (117.855) is bigger than F_{table} (2.3113). Based on the

multiple regression analysis, it is found that the value of determination coefficient (R^2) is 0.862 or 86.20%. It means that 86.20% of influences toward the customer satisfaction at PKU Muhammadiyah Hospital in Yogyakarta is contributed by service quality dimensions, and remaining 13.80% is influenced by other variables beyond the equation model.

3. In general, PKU Muhammadiyah Hospital has already satisfied its customers (the patients and their families), whose average score of customer satisfaction (Y) equals to 4.69.

5.2. Recommendations

Based on the data analysis and conclusions, the thesis writer delivers several recommendations to PKU Muhammadiyah Hospital in Yogyakarta as considerations in setting several policies, which are as follows:

1. The management of PKU Muhammadiyah Hospital Yogyakarta needs to preserve the good performance of all service quality dimensions, even though it has already scored positive customer satisfaction. It is taken to continuously maintain the loyalty and reliance of its patients and public generally.
2. The management of PKU Muhammadiyah Hospital Yogyakarta needs to organize regular survey to identify the actual satisfaction of its patients. It will be helpful to evaluate whether or not the current performance provided already satisfies the patients.