

## CHAPTER V

### CONCLUSION, SUGGESTION, AND RESEARCH LIMITATION

#### A. Conclusion

The conclusion that can be drawn from this study is based on the result of data analysis regarding the influence of service quality, price, corporate image and location towards customer satisfaction on Autocare Universitas Muhammadiyah Yogyakarta (UMY), namely:

1. Service quality has a positive and significant effect on customer satisfaction. It happens because of the good perception of the services speed, ease of transaction, employee understanding to the customer, and shuttle service by employees.
2. Price has a positive and significant effect on customer satisfaction. It happens due to good perception of the price is in accordance with the service, price is competitive, price is affordable, and price is equal to the benefit obtained.
3. The corporate image has a positive and significant effect on customer satisfaction. It happens because the good perception of company reputation, company name is easy to remember, the company can be trusted, and the quality of the company.
4. Location has a positive and significant impact on customer satisfaction. It happens because the good perception to Autocare UMY environment, ease of accessing location, ease of accessing location with the transportation, and ease of finding the location.

## **B. Suggestion**

Based on research that has been done, then the author can provide some suggestions as follows:

1. Autocare Universitas Muhammadiyah Yogyakarta
  - a) Autocare UMY is expected to continue to improve service quality by taking into the indicators that can shape service quality as used in this study.
  - b) Autocare UMY is expected to continue to pay attention to prices offered to customers by taking into the indicators on prices in order to achieve customer satisfaction.
  - c) Autocare UMY is expected to improve the corporate image by taking into the indicators used in this study.
  - d) Autocare UMY is expected to continue to pay attention to the location of the company by referring to the indicators used in this study to achieve customer satisfaction.
2. Future Researchers
  - a) Future researchers can add the variables that can affect customer satisfaction in addition to the variables used in this study.
  - b) Future researchers can use another data analysis techniques in addition to multiple linear regression so that the research becomes better.
  - c) Future researchers are expected to increase the number of samples in order to become better research.

### **C. Limitation of Research**

This research has been carried out and attempted in accordance with existing scientific procedures. However, this study has several limitations, among others:

1. This study only uses Multiple Linear Regression analysis techniques. So, that it can only determine the effect of independent variables on the dependent variable.
2. This study only uses a number of independent variables that can affect customer satisfaction, namely, service quality, price, corporate image, and location.
3. There are limitations to using questionnaires in research, where respondents sometimes provide answers that are not in accordance with the actual situation.