

CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

In order to be successful in running out the business, marketers should plan or maintain and even increase the strategy to build the customer loyalty. Customer loyalty is indicated by the persistent purchasing process after buying and being satisfied with the product. This is the opportunity to develop and maintain the customer loyalty in order to overcome the next competition and to continue the life of company. The strategy to develop customer loyalty is also made through marketing mix.

As what happen in Citra Incorporation, the result of the research shows that the most significant factor influencing customer loyalty in Citra Incorporation is communication. The communication includes time flexibility from the sales person of Citra Incorporation, the way the owner of Citra Incorporation as well as the sales forces bind a good relationship with the pharmacies. Communication is very important for customer loyalty, since there is a vice versa intention from the owner as well as the sales force to the customers. The next factors are regarding the product and price, facility such as various types of telephone, performance and the service.

The strategy to develop customer loyalty through marketing mix is proved by the all factors included in Ps; Product, Price, place, and promotion.

B. Recommendations

The recommendations for this research are

1. To build a good relationship through communication, the owner and the sales forces can learn how to build emotional superiority such as how to compose sentences while interact with customers who are in anger.
2. Citra Incorporation can combine the strategy of effective service as well as the risk, meaning giving parcels for each event based on the customer's belief will need a cost which the company should concern. A pharmacy, whose owner is Moslem, usually should be delivered a parcel for Idul Fitri to attract their attention.
3. All services should meet the standard from the company in order to maintain the service quality.
4. Citra Incorporation can give loyalty reward in terms of financial, non-financial, extra service, recognition and appreciation. Take for example an oral appreciation for the targeted product pharmacy can sell.
5. Citra Incorporation can conduct a survey to the customers periodically in order to find the degree of customer loyalty and follow up their suggestions.