

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

This thesis studies the customers' perception on Car wash services.

Based on the analysis in chapter 4, the writer makes summary and suggestions

#### 5.1. Conclusion

Based on the result of the analysis in chapter 4 it can be concluded that the customers perceive the service dimension positively. It means that they are satisfied with the service given by Yoyok carwash, especially in empathy, assurance, reliability and tangibles as the mean is above 2.5. There is one service dimension which is less than 2.5, it means that they are not satisfied with responsiveness dimension although the mean is 2.42.

There are nine items out of 27 items that describe the service dimensions which has the mean less than 2.5. It means that they are not satisfied with these service dimensions. The items are the followings :Operating hours are convenient, Agreement is reached beforehand on the payment method, The owner gives good advice regarding, The owner focuses on solving customer complaints, The service personnel are reliable, The owner's grounds are neat, Employees are well groomed, The telephone is answered promptly, The owner explains why certain maintenance are carried. The owner of the carwash should pay attention on these items in order

to improve their services. This can also be the input for the writer as he plans to have his own car wash in the same neighborhood.

## 5.2. **Suggestions**

This study is conducted without interviewing the owner and also the customers. Therefore, for the further research, the writer suggests to have interview with them to get better understanding on the service dimensions implemented in the carwash.

