

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1 Conclusion**

This research made use of a Google form questionnaire and interviews as instruments to prove how Wahana is fulfilling the factors of customer satisfaction. First, 67% of the respondents agree that the product quality is good. 70% agree that the proportion between theory and practice is balanced and that the provided material about the lesson is complete. Most respondents agree that the course material is up to date and complete. They also agree that the hours needed to learn the material is sufficient, and the quality is appropriate to the product obtained.

The respondents felt that the price was affordable and appropriate to the results obtained, but some respondents felt that the price could be slightly lower and a little bit too expensive. The respondents also agree that the teaching staff teach patiently and positively to the students. The teaching methods are appropriate, and the coordination between the instructors and the management is also good. Also, the promotion can be improved a little bit more, but registering and paying is easy and convenient. There are still some drawbacks, including some teachers who do not speak clearly and the management who must pay attention to send the certificate to a respondent.

#### **5.2 Suggestions**

The writer's suggestion is for other businesses to pay attention to the factors listed above that satisfy a customer to make their business grow and succeed. Businesses also need to hear from customers if there are factors that make them

unsatisfied, for example the price or service quality. It can also be used for further research in the field of customer satisfaction and its factors by other students. Or they can also make research of the factors that make customers not satisfied in a business by using these as a guide.

