

CHAPTER V

CONCLUSIONS

5.1. Introduction

This chapter provides the discussions on the topic as a result of the data analyses. Furthermore, this chapter explains the limitations on this research paper, which can be eliminated for future further research. Moreover, this section gives the view and recommendations for service providers on how this study helps the service providers to improve their consumer satisfaction by understanding the consumer emotions. Likewise, this chapter also gives readers recommendations for further research in the future.

5.2. Conclusions

Customers are the most important people for any organization. Customer satisfaction is at the heart of the selling process. One estimate is that it costs five times as much to attract new customers as it does to keep an existing one. The relationship between the customer and the organization, therefore, an important one.

Based on this study, it can be concluded that consumers' emotions in services context are affecting the sales income of the service providers. How is that? From the analyzed data, it can be seen that when the customers are satisfied, they tend to become loyal to that particular service provider, and sometimes also engage in a positive word of mouth communication, which increases the chance for the service provider to have new customers. In other words, there is a possibility that the service provider will have an increase in its sales income with additional customers.

Whereas when the consumers are dissatisfied with the services given by the service providers, the customers might engage in a negative word of mouth communication, resulting the a bad reputation for the company, and so, the service providers may lose some of its potential customers.

And an important point to be note is that this study found the same result as former researcher's point made by Edwardson (1998), that is, the word satisfaction and dissatisfaction are not enough to express customers' emotions on experienced services. Hence, there are many different emotions found in this study other than satisfaction and dissatisfaction.

The key lesson here is: Do not mess with your customers. Once you break the customer's heart, you'll get hatred in return and the name as well as the bad impression you give to your customers will always remain in their memories. But even when you satisfy them, they tend to get amnesia, they forgot what you have done for them, not that they have less memory, but its just that they think they deserve the best because they spend a sum of money to purchase those services.

Or even worse, customers always believe that they are the "King" and that they are always right. Hence, no matter how good the services you provide, if your customers do not feel satisfied, they always pin point the mistakes to the service providers. This is also known as attribution theory. When we have erred, we will more likely use external attribution, attributing causes to situational factors rather than blaming ourselves. Therefore, always take a good care of customers. They are the one who makes the business industry works.

5.3. Research Limitations

A first problem comes from the type of the reported incidents. The Critical Incident Technique will rely on events being remembered by participants and will also require the accurate and truthful reporting of them. Since critical incidents often rely on memory, incidents may be imprecise or may even go unreported.

The method has a built-in bias towards incidents that happened recently, since these are easier to recall. CIT focuses on critical incidents therefore routine incidents will not be reported. It is therefore poor as a tool for routine task analysis.

Participants may still reply with stereotypes, not actual events. Using more structure in the form improves this but not always. Success of the participant reported critical incident method depends on the ability of typical end participants to recognize and report critical incidents effectively, but there is no reason to believe that all participants have this ability naturally.

There are 40 participants who did not provide their experienced emotions while answering the instructions given. How is that possible? Well, there are two possibilities, either they (the participants) do not want to share their experienced emotions, or they did not know how to share their experienced emotions into words. This shows that emotion is not easy to be shared.

Furthermore, this research paper consist of participants who are still completing their bachelors. Consequently, they cannot represent the population. As a result, the outcome of this research are mostly within the areas of university students' daily life

activities, which might not be the same results if this questionnaires were delivered to housewives or business executives.

The number of samples in this research paper is limited because it is said when the incidents are already repeated, it is advised to stop the amount of sample and start to analyze the results, as this means that the outcome is already numb.

5.4. Managerial Implications

This study reveals that customers play an important role in determining the successes and failures of a company. Customers are the one who decide whether that company is a good one or not, just based on their experiences. For that reason, this research paper might be useful for service providers in understanding consumers' emotions, for both positive and negative service experiences.

5.5. Recommendation for Future Research

This research paper is limited to the type of participants. The participants of this research paper are undergraduate students of University of Atma Jaya Yogyakarta (UAJY). For that reason, they cannot represent the whole population. As a result, the outcome of this research are mostly within the areas of university students' daily life activities, which might not be the same results if this questionnaires were delivered to housewives or business executives.

It is, therefore, recommended to have different type of samples for the next research. It would also be useful if the next researcher would like to do another critical incident technique research in different area other than in service context.

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