

CHAPTER V

CONCLUSION AND RECOMMENDATION

In this chapter, the author will draw some conclusions based on the research that has been conducted. There will be conclusion in general, suggestion for further research, managerial implication and limitation of the research.

5.1 Conclusion

Based on the data result that has been discussed in previous chapter, these are the following conclusion that can be pulled where;

5.1.1. Based on The Analysis of Respondent's Profile

- a. Based on characteristic of the gender, it is equal where 58 are male and the other 58 are female.
- b. Based on characteristic of the age, majority of respondents who filled the questioner or as many as 78 out of 116 are people with age range between 21 – 35 years old.
- c. Based on characteristic of the Nationality, majority of respondents who come from Netherlands and Germany.
- d. Based on the characteristic of the occupation, majority of respondent or as many as 29 out of 116 who filled the questioners are students.
- e. Based on the characteristic of the monthly income, majority of respondent or as many as 34 out of 116 who filled the questioners are people with monthly income \$2001 - \$3000.
- f. Based on the characteristic of the monthly income, majority of respondent or as many as 34 out of 116 who filled the questioners are people with monthly income \$2001 - \$3000.

- g. Based on the characteristic of the length of stay, smajority of respondent or as many as 68 out of 116 who filled the questioners are staying 1 – 3 nights.

5.1.2. Based on The Result of Multiple Regression Analysis.

- a. Surroundings of the Building and Features (SOTBAF) will be positively related to the Customer Loyalty (CL) **(H1 Accepted)**.
- b. Service Quality (SQ) will be positively related to the Customer Loyalty (CL) **(H2 Accepted)**
- c. Homestay Facilities (HF) will be positively related to the Customer Loyalty (CL) **(H3 Accepted)**.
- d. Homestay Operation and Management (HOM) will be positively related to the Customer Loyalty (CL). **(H4 Accepted)**
- e. Homestay Geist and Community Co-Prosperity (HGCC) will be positively related to the Customer Loyalty (CL) **(H5 Accepted)**

5.1.3. Based on The Result of One Way ANOVA Analysis.

- a. There's nothing found significant difference between male and female in perceiving aspects of Surroundings of the Building and Features (SOTBAF).
- b. There's nothing found significant difference between male and female in perceiving aspects of Service Quality (SQ).
- c. There's nothing found significant difference between male and female in perceiving aspects of Homestay Facilities (HF).
- d. There's nothing found significant difference between male and female in perceiving aspects of Homestay Operation and Management (HOM).

- e. There's nothing found significant difference between male and female in perceiving aspects of Homestay Geist and Community Co-Prosperity (HGCC).

5.2. Managerial Implication

From the result of this study, it is expected to be a meaningful and useful knowledge and information for Nextdoor Homestay especially in gaining more customer loyalty from its foreign guests. From the result of the study, we have clear result that may facilitate for management based on the aspect attractiveness that the Homestay has, as stated below:

1. Homestay Geist and Community Co-prosperity is the aspect that influence the customer loyalty the most. The mean result of this variable in this study is 4.171 which we can say it is highly influence the customer loyalty. and in this case Nextdoor homestay has been performing in this aspect very well, and it is good for the company to maintain it. By keeping the friendliness of the staffs to guest, and by showing more social contribution of the company toward the society, it will gain them more appreciation by the guests or visitors.
2. Homestay Operation and Management is the second aspect that the data show has most influence the customer loyalty, which means in this case the company also has to keep their operation and management in a good way. The result of the study shows that the guest has given less score to the safety aspect of the homestay and the room themes and feature, therefore it is important for the company to improve their safety for instance providing safety locker, and improve the design of the interior.

3. Homestay Facilities is the third aspect that influence positively toward customer loyalty, and in this aspect the company provides ordinary facilities which also still needs much improvement, therefore, the company is suggested to increase their better facilities. Cooking facilities, parking space, medical aid, and safety facilities like emergency light are all the facilities at Nextdoor that are necessary to be provided and improved, so that the guest might be more satisfied with the facilities.
4. Service Quality as the fourth most influential variable, the company has performed great service to their customers, this is the advantage that the company has to keep on. However, in this aspect, the company still has to be better, especially in offering pick up service, since this is believed, it can contribute to customer loyalty and satisfaction.
5. Surroundings of the Building and Feature is the aspect that Nextdoor homestay has gain the most attention from the guest, yet create brilliant impression to the guest. This aspect is very crucial for the homestay since the customer directly involve in this aspect, by seeing and enjoying the building, the guest also perceived particular assessment that may contribute to their loyalty to the homestay. Therefore, it is very important to create good atmosphere of the homestay in form of building and feature like garden and clean swimming pool.

Furthermore, overall seems everything is just okay considering that there is no bad aspect attractiveness that the homestay posses but, however it is still important for the company to always improve and innovate the attractiveness key for the homestay since the tourism industry change rapidly in this century, and also to

understand and aware the trend of social empowerment movement like paying attention to Homestay Geist and Community Co-prosperity would be a good decision.

5.3 Research Limitation

- a. The Adjusted R-Square of the study shows that the result's not 100%, it means there are still alternative variables that would make a case for outside the chosen variables.
- b. Researcher only set and held the research in one particular Homestay in Yogyakarta city as the Research Object.

5.3. Further Research

For further research, as there are many Homestay in Indonesia which exist with different and unique concepts and services, then it would be fascinating to hold the research regarding the Homestay not only in one particular Homestay, but also in few homestays to gain more comprehensive data for the better conclusion. In addition, employing SEM-PLS Software as the previous research done by Jin *et al* (2016) can be a great idea since this software allows the researcher to examine an unobservable variable outside of the model.

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