

## CHAPTER 6

### CONCLUSION AND SUGGESTION

#### 6.1. Conclusion

From the results of research that has been carried out in measuring the service quality of Asoka Coffee's performance, the following conclusions:

1. Asoka Coffee's performance on employee needs as a whole has a negative value for tangibles of -0.89, reliability of -1.09, responsiveness of -0.80, assurance of -1.18 and empathy of -0.92. This value concludes that the performance level of Asoka Coffee has not met the needs of employees.

2. Based on the results of the Importance Performance Analysis, the priority improvements of service quality attributes that should be made by Asoka Coffee are:

- a. R7 Employees are paid fairly the work they do
- b. A15 Employee's contribution to the company is valued and appreciated
- c. A16 Asoka Coffee gives teamwork and collaboration that are encouraging and supports a healthy work-life balance
- d. A17 The pace of work at Asoka Coffee enables the employee to perform the best of their capabilities

3. From the priority problems, the solutions to improve the performance of Asoka Coffee's management are as follows:

- a. Including overtime in salary
- b. Added several new employees to act as kitchen staff and server
- c. Conduct regular evaluations
- d. Revise the working hour
- e. Providing anti-mosquito spray/lotion at the cafe for employees or customers to use

#### 6.2. Suggestion

##### 6.2.1. Suggestion for Asoka Coffee Management

Based on the results of this study, the recommendation suggested for Asoka Coffee Management are as follows:

- a. Immediately implementing the suggested solution to rise employee satisfaction.
- b. Improve all attributes to increase the employee's perception.

#### **6.2.2. Suggestion for Further Research**

Further research is expected to add respondents to the object of research to know the general picture.

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