**BAB V**

**KESIMPULAN DAN SARAN**

**5.1. Kesimpulan**

Berdasarkan hasil analisis dan pembahasan maka dapat ditarik kesimpulan sebagai berikut:

1. Terdapat pengaruh positif dan signifikan antara kualitas layanan (variabel bukti fisik, daya tanggap, kehandalan, dan jaminan) terhadap kepuasan pelanggan. Sedangkan variabel empathi mempunyai pengaruh yang tidak signifikan terhadap kepuasan pelanggan. Variabel-variabel kualitas pelayanan selain memiliki kontribusi langsung juga memiliki kontribusi tidak langsung terhadap loyalitas pelanggan.
2. Tidak terdapat pengaruh yang signifikan antara kualitas layanan (variabel bukti fisik, empathi, kehandalan, dan jaminan) terhadap loyalitas pelanggan.
3. Terdapat pengaruh positif dan signifikan antara kepuasan pelanggan terhadap loyalitas pelanggan.
   1. **Saran**

Untuk meningkatkan kepuasan pelanggan disarankan kepada Rumah makan Ayam Bakar Wong Solo untuk melakukan perbaikan kualitas layanan pada variabel empati yang masih belum optimal Perbaikan yang disarankan dengan mengadakan pelatihan karyawan dalam menghadapai konsumen, pemberian motivasi oleh pimpinan kepada karyawan atau bisa juga dengan mengevaluasi kembali sistem manajemen secara menyeluruh.

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