

CHAPTER VII CONCLUSION AND SUGGESTION

7.1 Conclusion

After the author has completed the research on Jomtea, it can be concluded that:

1. There has been complaint that customers expressed directly to the employees (waiter) regarding their concern and dissatisfaction about Jomtea. Hence, in order to tackle that problem the author designed the customer satisfaction questionnaire so that the core of problem and the solution can be found.
2. The main cause of customer dissatisfaction according to the results of the survey is the slow speed of service from Jomtea. The author together with Jomtea's owner has observed and found that the lack of waiter is the aspect mainly contributed to the problem.
3. The suggestion from the author is that for Jomtea's management and owners to re-educate and hire more workers to anticipate the increase of customers.
4. This suggestion received positive respond from Jomtea's owner and has agreed to implement what the author has suggested.
5. The result of the implementation has shown good impact for the business and this is proven by the decrease of complaints and the increase in the number of customers.

7.2 Suggestion

Based on the analysis done by the author, these are few suggestions that can help the development of Jomtea:

1. Conducting surveys regularly to know, analyze, and measure the level of customer satisfaction through distributing questionnaires or direct interview.
2. Conducting workers performance evaluation regularly so that the workers cannot lack in performance and becomes better at their job.
3. Conducting training and re-training regularly in order for the workers to stay consistent and making sure that they are following the SOP (Standard of Procedure) established by Jomtea.