CHAPTER 5
CONCLUSION AND SUGGESTION

5.1 Conclusion
Based on the results of research and discussion by using Structural Equation Model (SEM), then the conclusion can be drawn as follows:

1. Corporate Social Responsibility Program Bayar Listrik Dengan Sampah has a positive effect on Corporate Image in Gunung Anyar
2. Corporate Social Resposibilitly Program Bayar Listrik Dengan Sampah has a positive effect on Service Quality in Gunung Anyar
3. Corporate Image of Corporate Social Responsibilty Program Bayar Listrik Dengan Sampah has a positive effect on Service Quality in Gunung Anyar
4. Service Quality of Corporate Social Responsibilty Program Bayar Listrik Dengan Sampah has a positive effect on Customer Satisfaction in Gunung Anyar.
5.2 Suggestion

Based on the conclusions that have been mentioned previously, several recommendations can be given in the form of suggestions that can be taken into consideration for Program bayar Listrik dengan sampah PT. PLN East Java Distribution in Gunung Anyar:

5.2.1 Theoretical Suggestion

The result of this research can be used as reference for others who do a similar study, especially about a concept or theory which analyze the effect of CSR Program Bayar Listrik Dengan Sampah towards Corporate Image, Service Quality and Customer Satisfaction in Gunung Anyar

In the end, this research has several limitations. This study only focuses on a monopolist company that has no competitors. Therefore, it is required for the future research use variable that match with the object of the research like company PDAM and Pertamina that has no competitors. This research can be the reference for further research in the future.

5.2.2 Practical Suggestion

The practical suggestions for society in Gunung Anyar based on the hypothesis test are:

1. Corporate Social Responsibility

To increase Corporate Social Responsibility, PT. PLN can make a program, like cleaning program that is joined by society in Gunung Anyar and PT. PLN employees. This program can make the society in Gunung Anyar feel that PT. PLN care for them. Moreover, this program can prove that PT. PLN is not only money oriented, but also
as a form of responsibility to protect the environment and build good relationships with the society in Gunung Anyar.

2. Corporate Image
   To increase Corporate Image, PT. PLN can make a program, like planting trees that followed by a society of Gunung Anyar and PT. PLN employee’s. In addition to improving real form in corporate social responsibility, the program can also increase concern for quality of life related to the environmental hygiene, environmental preservation, and healthy living.

3. Service Quality
   To increase service quality, PT. PLN should make bookkeeping on the purchase of garbage from the society in Gunung Anyar more transparent and well-structured so there is no misunderstandings. Society should get information on the amount of electricity that is obtained from the sale of waste more accurately, so that society can put more trust in PT. PLN. In addition, comfortability is also increasing with a bookkeeping that is transparent and well-structured because bookkeeping becomes more systematic and facilitate the public in controlling the total amount of electricity that should be obtained
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