

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the result mentioned in Chapter 4, the conclusion of this research can be explained as follows:

1. Distributional justice influence customer satisfaction in Pizza Hut Surabaya positively and significantly. First hypothesis is accepted which explained that Pizza Hut Surabaya customers are satisfied with the outcome that they get. This positive hypothesis means that if the distributional justice or the outcome provided increases, it will impact on the increasing of customer satisfaction. According to the data, the similarity of the order with the outcome makes the Pizza Hut Surabaya customers get their overall satisfaction.
2. Procedural justice influence customer satisfaction in Pizza Hut Surabaya insignificantly. Second hypothesis is rejected which determined that Pizza Hut Surabaya customers are not satisfied based on the well-prepared procedures. This positive hypothesis means that if the procedural justice is increasing, then customer satisfaction will also increase. This insignificant hypothesis can be caused by the focus of the customers on the food and the price they get in Pizza Hut Surabaya. Most of customers does not fully aware with the procedure provided from Pizza Hut Surabaya, so it is not related to their satisfaction.
3. Interactional justice influence customer satisfaction in Pizza Hut Surabaya positively and significantly. Third hypothesis is accepted which explained that Pizza Hut Surabaya customers are satisfied with their interactions between them and the staffs. The positive hypothesis means that if the interactional justice value is increasing, then the value of customer satisfaction will also increase. According to the data, the friendliness of Pizza Hut Surabaya staffs makes the customers get their overall satisfaction.
4. Customer satisfaction influence repurchase intention in Pizza Hut Surabaya positively and significantly. Fourth hypothesis is accepted which explained that Pizza Hut Surabaya customer are willing to come and buy in Pizza Hut

Surabaya since they are satisfied. The positive hypothesis indicates that if the customer satisfaction value increases, then the repurchase intention value will also increase. According to the data, the overall satisfaction of the Pizza Hut Surabaya customers indicates that they will shop in Pizza Hut Surabaya in the future.

5. Customer satisfaction as a mediator influences significantly the relationship between distributional justice and repurchase intention. Fifth hypothesis is accepted which explained that customer satisfaction is a significant mediator towards distributional justice on repurchase intention. The hypothesis is also proven by the statement that the direct effect of distributional justice to customer satisfaction as hypothesis 1, and the customer satisfaction to the repurchase intention as hypothesis 4 are significant. The significance of this hypothesis shows that customer satisfaction has a good role as a mediator towards distributional justice to repurchase intention.
6. Customer satisfaction as a mediator influences insignificantly the relationship between procedural justice and repurchase intention. Sixth hypothesis is rejected which explained that customer satisfaction does not influence the relationship between procedural justice and repurchase intention. The hypothesis is also proven because the direct effect of procedural justice to customer satisfaction as hypothesis 2 is insignificant.
7. Customer satisfaction as a mediator influences significantly the relationship between interactional justice and repurchase intention. Seventh hypothesis is accepted which means that customer satisfaction is a good mediator in the influence of interactional justice on repurchase intention. The positive hypothesis is proven by the statement that the direct effect of interactional justice to customer satisfaction as hypothesis 3, and the customer satisfaction to the repurchase intention as hypothesis 4 are positive. The significance of this hypothesis shows that customer satisfaction has a good role as a mediator towards interactional justice to repurchase intention.

5.2 Research Limitation

The research limitation of the study is the limited data gained which is 150 respondents that can not describe the whole data of Pizza Hut Surabaya customers well. This caused the conclusion or relation between each variable may not be explained well, in example the relation of procedural justice on repurchase intention. Besides, the limitation of data amount can make normality of the data get affected which indicated by some univariate normality test or multivariate normality test is not significant if it is tested with chi-square. The not normal data can also be caused by the different perceptions of Pizza Hut Surabaya customers. The other limitation is the availability of the definition from books. The amounts of books provided in the library is not fulfilled the demand of information collected from many students. However, the definition of perceived justice only focused on the organizational level which is employee and employer relation, while this study examined perceived justice based on customer perceptions. The definitions are also limited in the interactional justice part because there is the other kind of perceived justice on some books, in example informational justice. Besides, the past five years journals provided in the internet only focused on the service recovery.

5.3 Suggestion

According to the conclusions that have been stated above, there will be some suggestions for the further research. The suggestion will be divided into two parts, academical and practical, as follows:

5.3.1 Theoretical Suggestion

1. Further study should collect more respondents from the questionnaire. This is because the normality of data in this research indicates that the data is not distributed normally in overall variables. More data of questionnaire can develop a good normality of the data. Besides, it is needed to share the questionnaire to different market, like employees or others. The questionnaire result of this research is limited in the collecting data to the employees and entrepreneurs.

2. Procedural justice needs to be considered more in the research. From this research is shown that procedural justice does not significantly affect customer satisfaction. The procedure in stores or outlets are well-organized and may be it caused by people does not take any attention on it very well. The customers only care about the overall product that they are received.

5.3.2 Practical Suggestion

1. Based on the lowest means gathered from each variable, Pizza Hut Surabaya needs to provide information about its products to prevent the differences of customers' expectations with the menu provided, in example Pizza Hut Surabaya needs to give an exact size of pizza in its menu book.
2. Pizza Hut Surabaya needs to keep its promises more, make sure that the staffs are attentive in providing good services to make sure that customers are satisfied with their wise choice to eat in Pizza Hut Surabaya, in example state the promises in the decoration of Pizza Hut Surabaya restaurants or outlets.
3. From the result that has been discussed in Chapter 4, the procedural justice and interactional justice has a higher mean than distributional justice. Hopefully, Pizza Hut Surabaya can give some additional to their customer, like a member card and some discount if the transaction is using the Pizza Hut member card to make the customers feel that the price and product is fair enough for them to rebuy in Pizza Hut restaurant.
4. Hopefully for Pizza Hut Surabaya can increase its services to make the customers feel that they have already got the similar justice with others. Customers justice will impact on their satisfaction, while satisfaction can make them to repurchase the Pizza Hut Surabaya's products. In example by providing a quick survey about the overall services score based on customers and customers can also give feedback to Pizza Hut Surabaya.

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