

CHAPTER V

CLOSING

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation present in study, implication and possible future directions for the research.

5.1. Conclusion of the Research

The purpose of this research is to find out validity and reliability construct for CRM Adoption in BPJS Employment Padang Branch. This research is using primary data collected by spreading 209 questionnaires to respondent who are coming to BPJS Employment Padang branch. There are three hypothesis developed in this research for BPJS Employment Padang Branch. Therefore, the analysis of results, are:

1. CRM Adoption effect organizational performance of BPJS Employment in Padang Branch. It means that CRM Adoption has significantly effect on organizational performance. Thus, CRM Adoption can be predicted by organizational performance.
2. CRM Adoption effect to customer satisfaction in BPJS Employment Padang Branch. It means that CRM Adoption has significantly effect on customer satisfaction. Thus, customer satisfaction from a company can be predicted by CRM Adoption.

3. Customer satisfaction effect to organizational performance in BPJS Employment Padang Branch. It means that customer satisfaction has significantly effect on organizational performance. Thus, organizational performance in BPJS Employment Padang Branch can be predicted by customer satisfaction.

5.2. Implications of the Research

This research creates several implication for researcher and practitioners. For researcher, this research is for improving the understanding CRM business-to-business context which is still rarely discuss especially Indonesia.

For practitioners or employees in BPJS Employment Padang Branch. This research can be used as a source of information to understand CRM in Business-to-business context (B2B) which is might be improved the institutional performance in the future.

5.3. Limitation of the Research

Researcher found some limitation when conducted this research. Some of the limitation are as follows:

1. This research has limitations of the response bias of the respondents. Response bias is the information given by respondents through questionnaire sometimes does not show the actual opinion of the respondents. This happened because of the inability of the respondents to understand the items of each point in the questions. So that the honesty of

respondents in answering the questions and the limitation time given to them in filling the questionnaires are slightly inappropriate.

2. In collecting data period has limitations of the respondents that might come for every day, because the respondent's average that might come to BPJS Employment branch Padang around 5-10 Person in Charge (PICs), and it takes long time with the limitation of time.

5.4. Recommendation of the Research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the next research, the number of samples used for the next research can be propagated.
2. For the next research, might be the indicators should be more added to strong the references.

