

BAB V

PENUTUP

Dalam bab ini akan menjelaskan kesimpulan dari hasil penelitian yang telah dilakukan. Kemudian, memaparkan implikasi manajerial, keterbatasan penelitian, dan saran.

5.1. Kesimpulan

Berikut merupakan profil responden dalam penelitian:

1. Responden didominasi oleh gender laki-laki yang berjumlah 98 orang dengan presentase 85,2%.
2. Responden didominasi oleh rentan usia 31 – 40 tahun yang berjumlah 40 orang dengan presentase 34,8%.
3. Responden didominasi oleh responden dengan lama kerja 1 – 10 tahun yang berjumlah 64 orang dengan presentase 55,7%

Berdasarkan dari hasil analisis regresi linear berganda data yang dilakukan oleh peneliti, disimpulkan sebagai berikut:

- a. *Strategic Supplier Partnership* memiliki pengaruh signifikan dan positif terhadap kepuasan pelanggan pada perusahaan penyedia jasa konstruksi di Melawi, artinya jika *Strategic Supplier Partnership* mengalami peningkatan maka kepuasan pelanggan pada perusahaan juga akan mengalami peningkatan.
- b. *Information Sharing* memiliki pengaruh signifikan dan positif terhadap kepuasan pelanggan pada perusahaan penyedia jasa konstruksi, artinya jika

Information Sharing mengalami peningkatan maka kepuasan pelanggan pada perusahaan juga akan mengalami peningkatan.

- c. *Customer Relationship* memiliki pengaruh signifikan dan positif terhadap kepuasan pelanggan pada perusahaan penyedia jasa konstruksi, artinya jika *Customer Relationship* mengalami peningkatan maka kepuasan pelanggan pada perusahaan juga akan mengalami peningkatan.
- d. Indikator *Supply Chain Management* yaitu *Strategic Supplier Partnership*, *Information Sharing*, *Customer Relationship*, dan *Supply Postponement* secara bersama-sama (simultan) mempengaruhi variabel kepuasan pelanggan pada perusahaan penyedia jasa konstruksi di Melawi.

Dapat disimpulkan bahwa kepuasan pelanggan dapat meningkat searah dengan meningkatnya kualitas *Supply Chain Management* pada perusahaan, hal ini sejalan dengan pernyataan (Lagat et al. 2016).

5.2. Implikasi Manajerial

Berdasarkan dari hasil penelitian yang telah dilakukan, implikasi manajerial yang dapat disampaikan adalah perusahaan penyedia jasa konstruksi dapat meningkatkan hubungan dengan *supplier* terutama dalam komunikasi pengantaran bahan baku (logistik) yang diperlukan. Sehingga dapat meminimalisir keterlambatan pengiriman bahan baku yang akan digunakan dalam proyek yang sedang dikerjakan.

5.3. Keterbatasan dan Saran Penelitian

Penulis menyadari dalam penelitian ini, masih terdapat banyak keterbatasan diantaranya:

1. Penelitian hanya dilakukan pada satu jenis perusahaan. Sehingga, hasil penelitian tidak dapat mewakili perusahaan lain dalam industri yang berbeda
2. Perusahaan tidak menggunakan salah satu indikator *Supply Chain Management* yaitu *supply postponement*.
3. Data yang diteliti terlalu sedikit
4. Penulis tidak dapat mengirimkan kuesioner secara langsung kepada masing-masing responden, hal ini dikarenakan pihak perusahaan dan karyawan merasa tidak nyaman jika nomor *handphone* khususnya nomor *whatsapp* tersebar karena nomor tersebut merupakan *privacy* masing-masing karyawan. Sehingga penulis hanya mengirimkan kepada administrasi, kemudian dibantu oleh admin untuk mengirimkan kuesioner kepada responden.
5. Tidak semua responden mengetahui secara detail kegiatan dalam perusahaan.

Berdasarkan dari hasil penelitian, perusahaan harus mempertahankan dan meningkatkan *Supply Chain Management* yang dimiliki. Sehingga, dapat meningkatkan kinerja perusahaan secara keseluruhan. Kemudian, dari hasil penelitian menunjukkan bahwa perusahaan masih bisa meningkatkan hubungan dengan pelanggan. Perusahaan dapat menjalin hubungan dengan pelanggan, seperti menanyakan kondisi proyek yang telah dilakukan. Ketika perusahaan menjalin komunikasi dengan pelanggan setelah proyek selesai dikerjakan, pelanggan akan merasa diperhatikan oleh perusahaan dan memungkinkan pelanggan untuk menghubungi perusahaan kembali di masa depan. Kemudian, pada penelitian selanjutnya bisa meneliti lebih banyak perusahaan dan meneliti pada industri yang berbeda sehingga dapat mewakili perusahaan lain pada industri yang berbeda.

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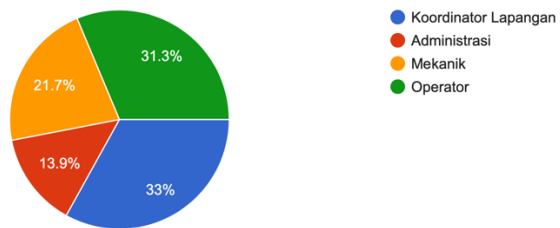
LAMPIRAN

Lampiran I

Hasil Jawaban Kuesioner

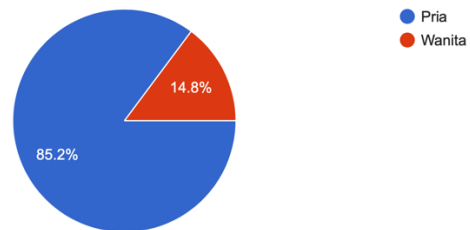
Posisi atau jabatan saat ini

115 responses



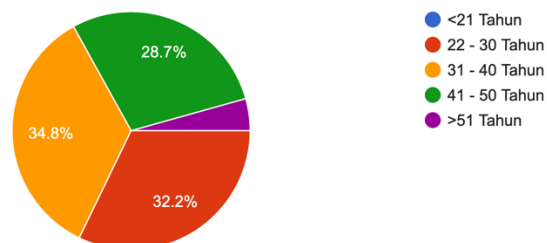
Jenis Kelamin

115 responses



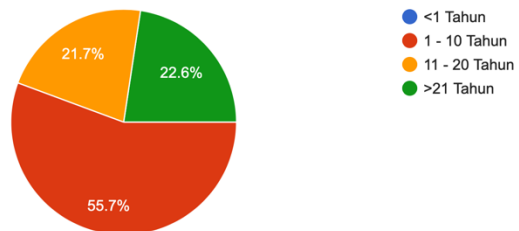
Usia

115 responses



Lama Bekerja di perusahaan

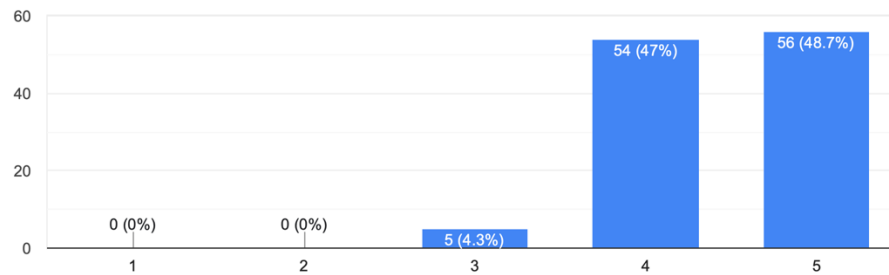
115 responses



Strategic Supplier Partnership

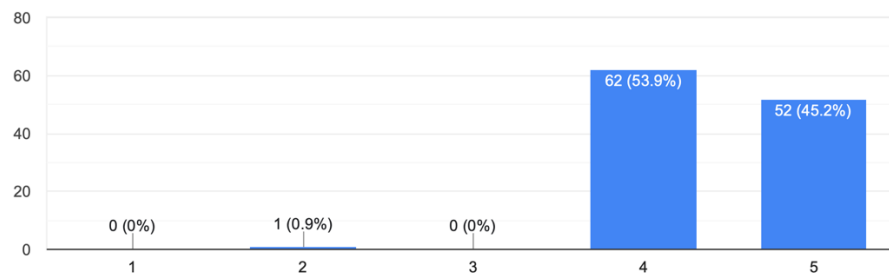
Perusahaan bergantung pada beberapa pemasok (supplier) yang berkualitas tinggi

115 responses



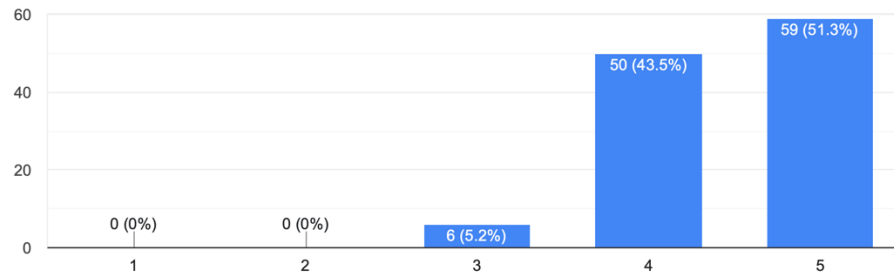
Perusahaan menganggap faktor kualitas sebagai salah satu kriteria utama dalam memilih pemasok

115 responses



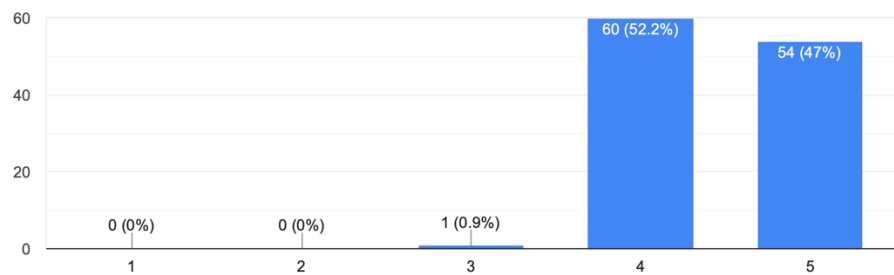
Perusahaan kami menyediakan bantuan untuk meningkatkan kualitas produk pemasok

115 responses



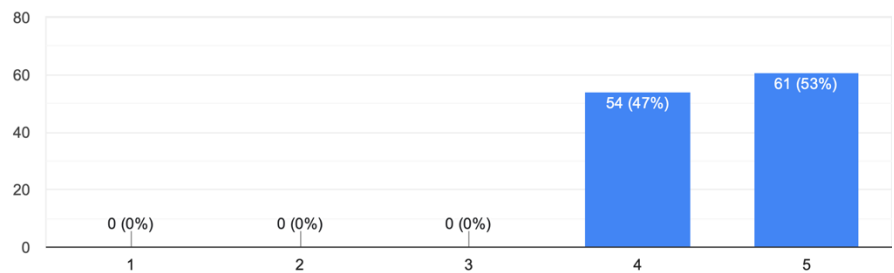
Perusahaan memiliki program peningkatan berkelanjutan yang melibatkan pemasok utama perusahaan

115 responses



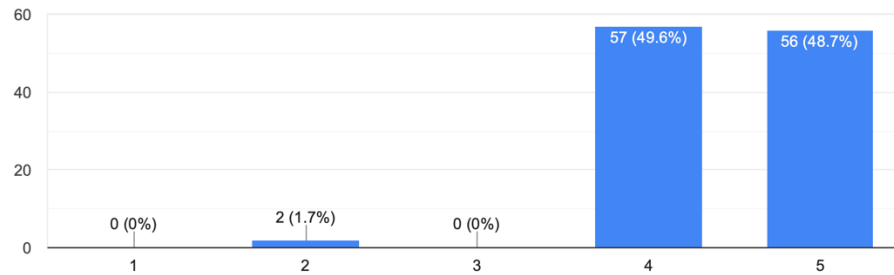
Kegiatan perencanaan dan penetapan tujuan dalam perusahaan melibatkan pemasok utama perusahaan

115 responses



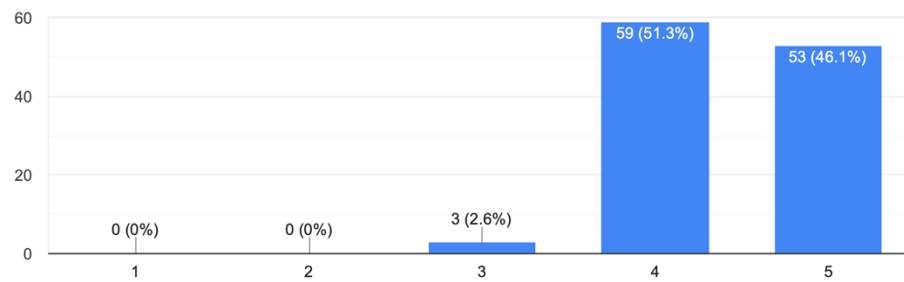
Proses pengembangan produk baru pada perusahaan melibatkan pemasok utama

115 responses



Perusahaan mengakui kualitas yang ditawarkan oleh pemasok

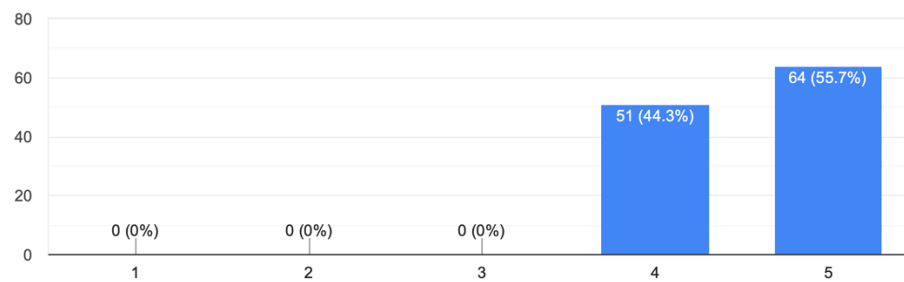
115 responses



Information Sharing

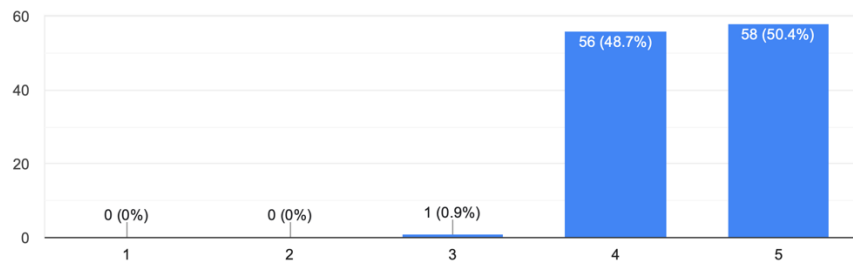
Pertukaran informasi yang dilakukan oleh perusahaan dan pemasok, tepat waktu

115 responses



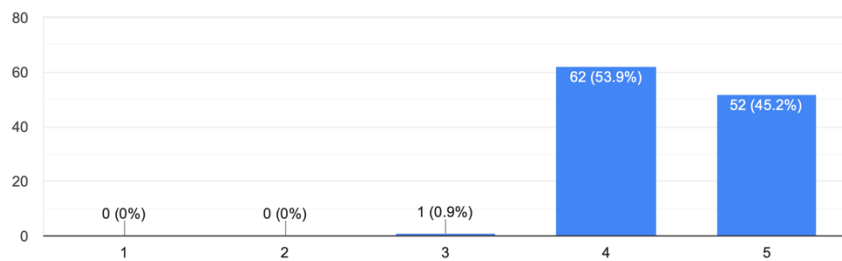
Pertukaran informasi yang dilakukan oleh perusahaan dan pemasok, akurat

115 responses



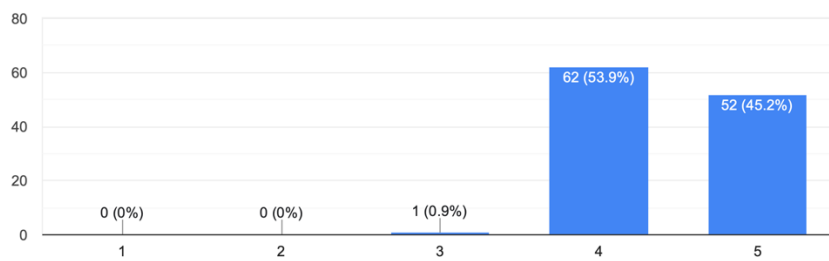
Pertukaran informasi yang dilakukan oleh perusahaan dan pemasok, lengkap

115 responses



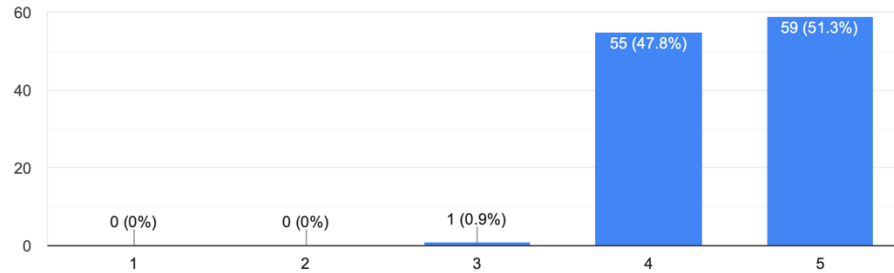
Pertukaran informasi yang dilakukan oleh perusahaan dan pemasok, memadai

115 responses



Perusahaan sering melakukan komunikasi dengan pemasok

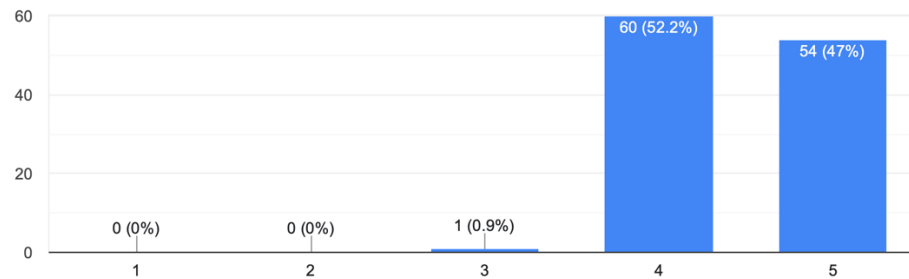
115 responses



Customer Relationship

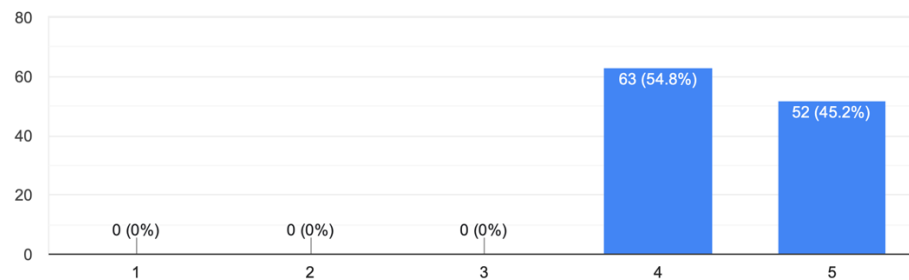
Perusahaan senantiasa melakukan interaksi dengan pelanggan untuk menetapkan standar perusahaan

115 responses



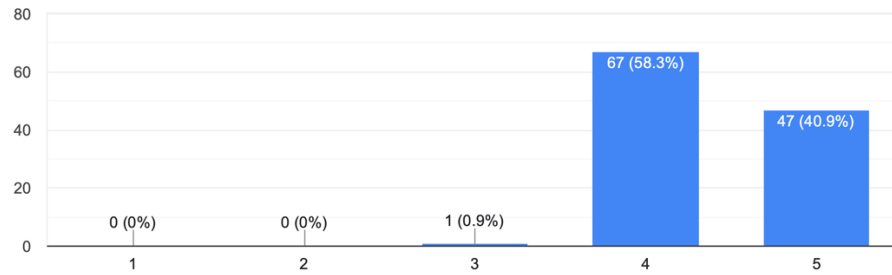
Perusahaan senantiasa mengukur dan mengevaluasi kepuasan pelanggan

115 responses



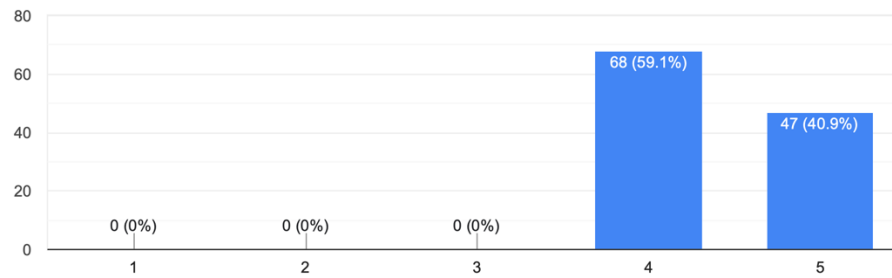
Perusahaan senantiasa menyelesaikan masalah bersama-sama dengan pemasok

115 responses



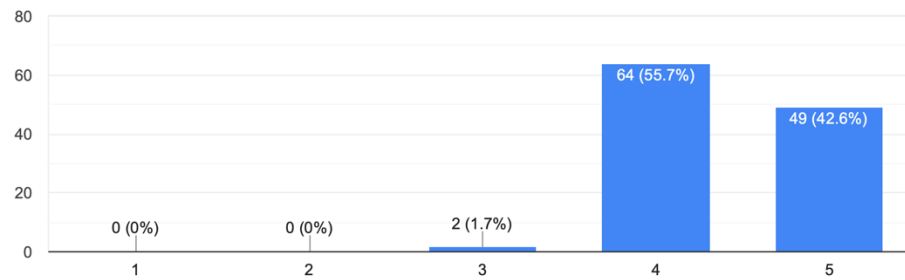
Perusahaan senantiasa mencari tahu keinginan pasar di masa depan

115 responses



Perusahaan senantiasa menyediakan fasilitas untuk pelanggan yang membutuhkan bantuan atau bahkan mengadakan komplain

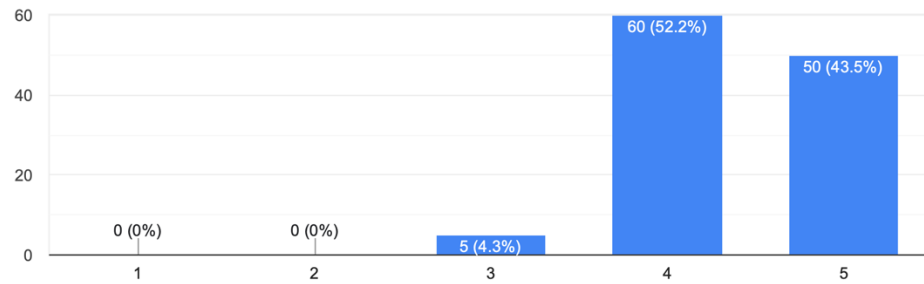
115 responses



Kepuasan Pelanggan

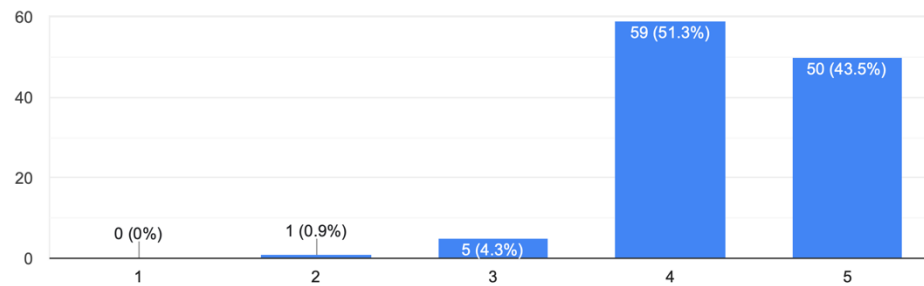
Pelanggan kami senang dengan produk kami dan memberikan umpan balik (feedback) positif kepada perusahaan

115 responses



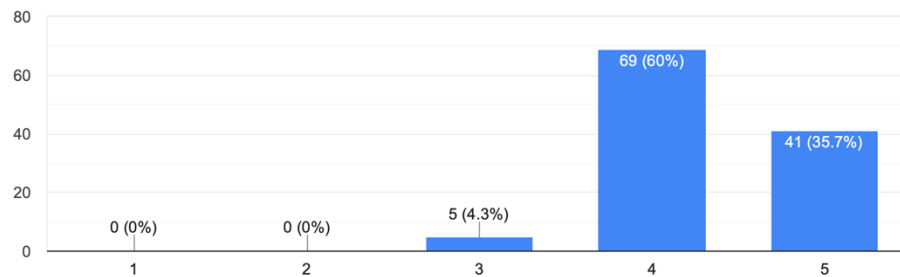
Perusahaan kami menerima evaluasi dari pelanggan baik secara formal dan tidak formal

115 responses



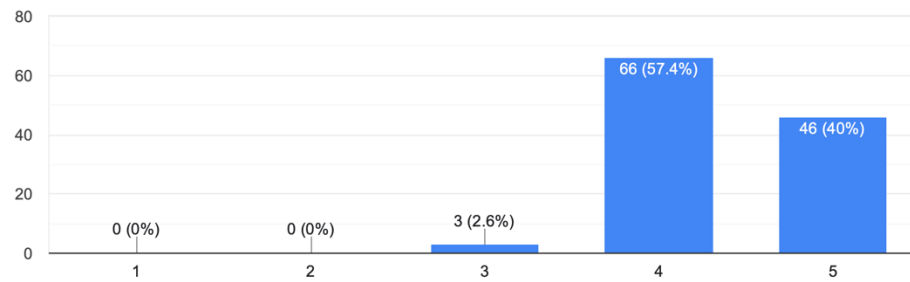
Perusahaan kami menindaklanjuti umpan balik (feedback) dan pendapat bersama dengan pelanggan

115 responses



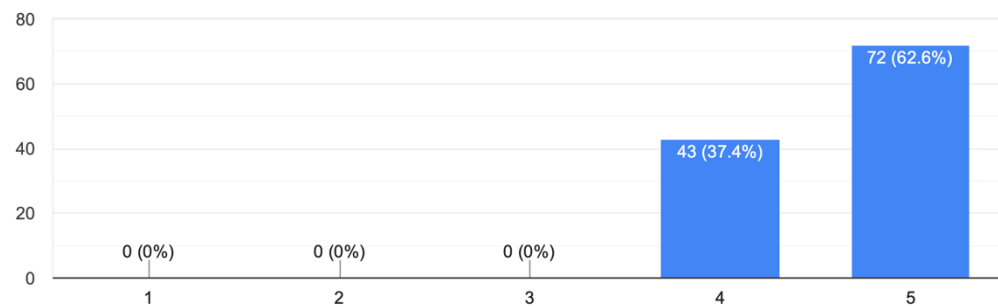
Pelanggan tidak meminta pengembalian dana (refund) dari proyek yang sudah selesai dikerjakan

115 responses



Perusahaan melakukan interaksi dengan pelanggan

115 responses



Lampiran II Uji Validitas

Uji Validitas *Strategic Supplier Partnership*

Correlations									
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	TOTALSSP
X1.1	Pearson Correlation	1	.216*	0,139	.190*	0,149	0,176	.326**	.543**
	Sig. (2-tailed)		0,021	0,138	0,042	0,111	0,060	0,000	0,000
	N	115	115	115	115	115	115	115	115
X1.2	Pearson Correlation	.216*	1	.187*	0,153	.207*	.252**	0,124	.520**
	Sig. (2-tailed)	0,021		0,046	0,102	0,027	0,007	0,185	0,000
	N	115	115	115	115	115	115	115	115
X1.3	Pearson Correlation	0,139	.187*	1	.300**	0,114	.198*	0,133	.519**
	Sig. (2-tailed)	0,138	0,046		0,001	0,225	0,034	0,157	0,000
	N	115	115	115	115	115	115	115	115
X1.4	Pearson Correlation	.190*	0,153	.300**	1	.334**	.370**	.369**	.649**
	Sig. (2-tailed)	0,042	0,102	0,001		0,000	0,000	0,000	0,000
	N	115	115	115	115	115	115	115	115
X1.5	Pearson Correlation	0,149	.207*	0,114	.334**	1	.423**	.303**	.596**
	Sig. (2-tailed)	0,111	0,027	0,225	0,000		0,000	0,001	0,000
	N	115	115	115	115	115	115	115	115
X1.6	Pearson Correlation	0,176	.252**	.198*	.370**	.423**	1	.306**	.669**
	Sig. (2-tailed)	0,060	0,007	0,034	0,000	0,000		0,001	0,000
	N	115	115	115	115	115	115	115	115
X1.7	Pearson Correlation	.326**	0,124	0,133	.369**	.303**	.306**	1	.618**
	Sig. (2-tailed)	0,000	0,185	0,157	0,000	0,001	0,001		0,000
	N	115	115	115	115	115	115	115	115
TOTALSSP	Pearson Correlation	.543**	.520**	.519**	.649**	.596**	.669**	.618**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	0,000	0,000	
	N	115	115	115	115	115	115	115	115
*. Correlation is significant at the 0.05 level (2-tailed).									
**. Correlation is significant at the 0.01 level (2-tailed).									

Hasil Uji Validitas – *Information Sharing*

Correlations							
		X2.1	X2.2	X2.3	X2.4	X2.5	TOTALIS
X2.1	Pearson Correlation	1	.364**	.308**	.361**	.364**	.650**
	Sig. (2-tailed)		0,000	0,001	0,000	0,000	0,000
	N	115	115	115	115	115	115
X2.2	Pearson Correlation	.364**	1	.416**	.368**	.447**	.711**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000	0,000
	N	115	115	115	115	115	115
X2.3	Pearson Correlation	.308**	.416**	1	.522**	.514**	.756**
	Sig. (2-tailed)	0,001	0,000		0,000	0,000	0,000
	N	115	115	115	115	115	115
X2.4	Pearson Correlation	.361**	.368**	.522**	1	.532**	.761**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000	0,000
	N	115	115	115	115	115	115
X2.5	Pearson Correlation	.364**	.447**	.514**	.532**	1	.782**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000		0,000
	N	115	115	115	115	115	115
TOTALIS	Pearson Correlation	.650**	.711**	.756**	.761**	.782**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	
	N	115	115	115	115	115	115

** . Correlation is significant at the 0.01 level (2-tailed).

Hasil Uji Validitas *Customer Relationship*

Correlations							
		X3.1	X3.2	X3.3	X3.4	X3.5	TOTALCR
X3.1	Pearson Correlation	1	.374**	.459**	.389**	.428**	.725**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000	0,000
	N	115	115	115	115	115	115
X3.2	Pearson Correlation	.374**	1	.455**	.311**	.224*	.640**
	Sig. (2-tailed)	0,000		0,000	0,001	0,016	0,000
	N	115	115	115	115	115	115
X3.3	Pearson Correlation	.459**	.455**	1	.530**	.495**	.801**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000	0,000
	N	115	115	115	115	115	115
X3.4	Pearson Correlation	.389**	.311**	.530**	1	.565**	.758**
	Sig. (2-tailed)	0,000	0,001	0,000		0,000	0,000
	N	115	115	115	115	115	115
X3.5	Pearson Correlation	.428**	.224*	.495**	.565**	1	.745**
	Sig. (2-tailed)	0,000	0,016	0,000	0,000		0,000
	N	115	115	115	115	115	115
TOTALCR	Pearson Correlation	.725**	.640**	.801**	.758**	.745**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	
	N	115	115	115	115	115	115

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Hasil Uji Validitas Kepuasan Pelanggan

Correlations							
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTALKP
Y1.1	Pearson Correlation	1	.454**	.525**	.375**	.373**	.741**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000	0,000
	N	115	115	115	115	115	115
Y1.2	Pearson Correlation	.454**	1	.610**	.370**	.355**	.769**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000	0,000
	N	115	115	115	115	115	115
Y1.3	Pearson Correlation	.525**	.610**	1	.460**	.408**	.813**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000	0,000
	N	115	115	115	115	115	115
Y1.4	Pearson Correlation	.375**	.370**	.460**	1	.473**	.711**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000	0,000
	N	115	115	115	115	115	115
Y1.5	Pearson Correlation	.373**	.355**	.408**	.473**	1	.679**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000		0,000
	N	115	115	115	115	115	115
TOTALKP	Pearson Correlation	.741**	.769**	.813**	.711**	.679**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	
	N	115	115	115	115	115	115

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran III Uji Reliabilitas

Hasil Uji Reliabilitas *Strategic Supplier Partnership*

Reliability Statistics	
Cronbach's Alpha	N of Items
0,681	7

Hasil Uji Reliabilitas *Information Sharing*

Reliability Statistics	
Cronbach's Alpha	N of Items
0,784	5

Hasil Uji Reliabilitas *Customer Relationship*

Reliability Statistics	
Cronbach's Alpha	N of Items
0,786	5

Hasil Uji Reliabilitas Kepuasan Pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
0,797	5

Lampiran IV Uji Regresi Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 ^a	.284	.265	1,76363

a. Predictors: (Constant), TOTALCR, TOTALSSP, TOTALIS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137,044	3	45,681	14,687	.000 ^b
	Residual	345,252	111	3,110		
	Total	482,296	114			
a. Dependent Variable: TOTALKP						
b. Predictors: (Constant), TOTALCR, TOTALSSP, TOTALIS						

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,722	2,804		1,328	0,187
	TOTALSSP	0,213	0,077	0,236	2,750	0,007
	TOTALIS	0,245	0,098	0,224	2,498	0,014
	TOTALCR	0,282	0,098	0,256	2,866	0,005

a. Dependent Variable: TOTALKP

Lampiran V Uji Analisis Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	115	3,00	5,00	4,4435	0,58025
X1.2	115	2,00	5,00	4,4348	0,54821
X1.3	115	3,00	5,00	4,4609	0,59658
X1.4	115	3,00	5,00	4,4609	0,51787
X1.5	115	4,00	5,00	4,5304	0,50126
X1.6	115	2,00	5,00	4,4522	0,59594
X1.7	115	3,00	5,00	4,4348	0,54821
X2.1	115	4,00	5,00	4,5478	0,49989
X2.2	115	3,00	5,00	4,4957	0,51934
X2.3	115	3,00	5,00	4,4435	0,51625
X2.4	115	3,00	5,00	4,4348	0,51521
X2.5	115	3,00	5,00	4,4957	0,51934
X3.1	115	3,00	5,00	4,4609	0,51787
X3.2	115	4,00	5,00	4,4522	0,49989
X3.3	115	3,00	5,00	4,4000	0,50956
X3.4	115	4,00	5,00	4,4087	0,49374
X3.5	115	3,00	5,00	4,4087	0,52808
Y1.1	115	3,00	5,00	4,3913	0,57271
Y1.2	115	2,00	5,00	4,3739	0,61360
Y1.3	115	3,00	5,00	4,3130	0,55195
Y1.4	115	3,00	5,00	4,3739	0,53739
Y1.5	115	4,00	5,00	4,6261	0,48596
Valid N (listwise)	115				