BAB 6

KESIMPULAN DAN SARAN

Pada bab membahas mengenai kesimpulan dan saran berdasarkan proses penelitian ini dan hasil dari penelitian ini. Kesimpulan menjawab rumusan masalah yang telah dirumuskan sebelumnya. Saran penelitian berisi mengenai saran-saran berdasarkan proses penelitian dan hasil dari penelitian agar menjadi ide serta evaluasi untuk penelitian selanjutnya yang memiliki topik yang serupa.

6.1 Kesimpulan

Berdasarkan dari proses penelitian dan hasil penelitian yang telah dilakukan sebelumnya, berikut merupakan kesimpulan dari penelitian ini:

1. Metode Kano – IPA dapat digunakan untuk melihat prioritas atribut hotel yang menggunakan ulasan dan *rating* konsumen sebagai sumber data. *Importance Performance Analysis* (IPA) dapat digunakan untuk melihat kepentingan serta performa dari atribut hotel dan model Kano dapat digunakan untuk melihat klasifikasi Kano. Kedua metode ini menghasilkan urutan prioritas atribut hotel.

2. Secara umum, atribut hotel yang menjadi prioritas utama adalah atribut hotel "*cleanliness*" dan prioritas paling rendah adalah atribut hotel "*breakfast*". Urutan atributnya adalah "*cleanliness*", "*room*", "*service*", "*bed*", "*location*", "*general hotel experience*", "*staff*", "*view*", "*value*", dan "*breakfast*".

3. Prioritas atribut hotel berbeda-beda setiap tipe perjalanan (*trip*) konsumen hotel. Keempat tipe perjalanan (*trip*) menghasilkan urutan prioritas yang berbeda-beda

dan dapat membantu praktisi dan manajemen hotel untuk perancangan strategi pemasaran untuk mempertahankan (*retain*) konsumen saat ini dan juga untuk menarik (*attract*) konsumen baru.

6.2 Saran

Berdasarkan dari proses penelitian dan hasil penelitian yang telah dilakukan sebelumnya, berikut merupakan saran yang dapat dilakukan oleh penelitian selanjutnya yang memiliki topik yang serupa:

1. Untuk penelitian selanjutnya yang memiliki topik serupa, metode *sentiment analysis* dengan menggunakan algoritma *machine learning* dapat dilakukan. Tujuannya untuk melihat apakah hasil dari penentuan prioritas atribut akan berbeda dengan yang telah dilakukan menggunakan *lexicon-based sentiment analysis*. Dengan demikian, dalam penelitian yang serupa, kedua metode dapat dibandingkan dan menghasilkan metode yang paling baik digunakan, namun mungkin dengan waktu yang lebih panjang.

2. Untuk penelitian selanjutnya, algoritma *deep learning* (dengan jenis *neural network* yang berbeda) dapat diaplikasikan. *Neural network* yang digunakan pada penelitian ini menghasilkan hasil yang cukup baik namun tidak sebaik *random forest*. Hal ini mungkin disebabkan oleh penggunaan nilai *default* pada *neural network*. *Neural network* memiliki banyak jenisnya, sehingga akan menjadi sebuah topik yang menarik untuk menggunakan *neural network* pada penelitian yang serupa dengan penelitian ini.

3. Untuk penelitian selanjutnya, metode *Improvement Gap Analysis* (IGA) dapat

dipertimbangkan untuk diaplikasikan dengan mencari pendekatan yang dapat menghasilkan matriks *Improvement Gap Analysis* (IGA). Penggunaan *Improvement Gap Analysis* (IGA) mungkin akan menghasilkan hasil yang lebih baik. *Improvement Gap Analysis* (IGA) tidak dilakukan pada penelitian ini karena belum terdapat metode pendekatan yang dapat digunakan. Pada penelitian ini, model Kano terdapat metode pendekatan yang dapat menghasilkan klasifikasi Kano dengan menggunakan ulasan konsumen (Chen, Zhong, Yu, Xiao, & Chen, 2022).

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