BAB V
KESIMPULAN DAN SARAN

Bagian ini merupakan bagian terakhir dari laporan penelitian. Kesimpulan akan menjawab rumusan permasalahan yang sudah diidentifikasi. Saran penelitian dibuat agar penelitian ke depannya dapat lebih baik lagi dan jadi bahan pertimbangan peneliti untuk meningkatkan apa yang sudah dilakukan pada penelitian ini.

V.1   Kesimpulan

Kesimpulan dibuat untuk menjawab rumusan permasalahan yang sekaligus mewujudkan tujuan penelitian yang didasari pada rumusan permasalahan. Berdasarkan pengolahan data yang sudah dilakukan dan analisis keseluruhan metode penelitian, dapat dibuat sebuah kesimpulan yang akan menjawab rumusan permasalahan di antaranya.

1.   Dari hasil identifikasi atribut yang sudah dilakukan melalui metode wawancara dan studi literatur, terdapat 30 atribut layanan pendidikan yang dapat membantu mahasiswa di dunia kerja nantinya berdasarkan kebutuhan dari lulusan perguruan tinggi. Tiga puluh atribut yang sudah diidentifikasi dikelompokkan menjadi tiga kelompok yaitu kurikulum pembelajaran (KP), kegiatan kemahasiswaan (KK), dan pemanfaatan lembaga pengembangan karir (LPK) di mana masing-masing kelompok atribut terdiri dari 10 atribut, 8 atribut, dan 12 atribut layanan pendidikan.

2.   Pengkategorian Model Kano merupakan pengolahan data yang dilakukan secara kualitatif menggunakan Tabel Evaluasi Model Kano. Dari hasil pengkategorian atribut berdasarkan Model Kano, seluruh atribut ini dapat dikelompokkan menjadi 4 kategori Kano yaitu *must-be* (M), *one dimensional* (O), *attractive* (A), dan *indifferent* (I) di mana untuk kategori *must be* terdapat 1 atribut, kategori *one-dimensional* memiliki 16 artibut, kategori *attractive* memiliki 12 atribut, dan kategori *indifferent* memiliki 1 atribut. Dari hasil pengkategorian dilakukan sebuah pendekatan kuantitatif di mana hal ini bertujuan untuk melihat dampak kepuasan yang

dihasilkan dari setiap atribut dan dapat memetakan atribut-atribut ini berdasarkan S-CR *relationship function* sesuai dengan kategori kano masing-masing.

3. Atribut layanan pendidikan yang direkomendasikan kepada Universitas X adalah sebanyak 29 atribut layanan pendidikan. Keseluruhan atribut yang diberikan kepada pihak Universitas X telah diterima dengan baik dan diberi beberapa masukan dan akan dipertimbangkan untuk diimplementasikan di Universitas X. Untuk 1 atribut yang bersifat *indifferent* akan dipertimbangkan kembali karena atribut tersebut juga dapat membantu dalam indikator penilaian perguruan tinggi walaupun tidak memberikan dampak kepuasan terhadap mahasiswa.

V.2   Saran

Dalam menjalankan penelitian, terdapat beberapa saran yang dapat meningkatkan penelitian yang dilakukan ke depannya dan bagi peneliti yang ingin meneliti layanan jasa pendidikan ke depannya. Saran-saran yang diberikan diharapkan dapat membantu pihak Universitas X, peneliti, dan pembaca yang ingin melanjutkan penelitian dengan topik yang serupa.

1. Penelitian menggunakan Model Kano memiliki perkembangannya masing-masing dan memiliki penerapan metode yang berbeda sesuai dengan kebutuhan penelitian yang dilakukan. Pada penelitian berikutnya dapat dilakukan penelitian metode Model Kano dengan menggunakan metode yang berbeda misalnya pengimplementasian metode *importance-satisfaction* (IS), integrasi IPA dengan Model Kano, dan integrasi IGA dengan Model Kano apabila perguruan tinggi telah menerapkan atribut-atribut layanan pendidikan yang telah direkomendasikan pada penelitian ini.

2. Hasil penelitian yang telah dilakukan dapat membantu penelitian berikutnya untuk melakukan penelitian terhadap layanan jasa pendidikan lainnya selain perguruan tinggi. Misalnya, penelitian dilakukan pada sekolah-sekolah yang ada atau bimbingan belajar lainnya yang dapat berpengaruh terhadap kepuasan siswa. Selain itu, penelitian ini diharapkan dapat menjadi salah satu referensi bagi peneliti yang tertarik untuk meneliti atribut layanan jasa pendidikan lainnya.

3. Pengkategorian atribut Model Kano dapat dilakukan dengan berbagai macam metode. Pada penelitian ini, pengkategorian atribut berdasarkan Model Kano dilakukan dengan dua metode. Ke depannya, pengkategorian atribut Model Kano mungkin saja dilakukan dengan menggunakan metode yang berbeda sesuai dengan kebutuhan penelitian yang memberikan dampak kepuasan konsumen yang tertinggi.

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