

CHAPTER 5 – CONCLUSIONS AND RECOMENDATIONS

5.1. Conclusions

With delicate organizational issues such as retaining customers in the tension of competition in tourism sector, hotel management should be more creative in surviving and staying competitive in the market. VCD can be the one of solutions for a hotel in addressing this issue. With VCD, a hotel can communicate to their guests attractively using visual element such as image, symbol, colors, etc.

This research found that VCD has greater impact on CR if it supported by CE. VCD is important to convey message such as hotel promotional. VCD is a good idea to enhance CE which is able to lead to CR. According to the results, the way customers perceive VCD of a hotel is important to shape their experience which can stimulate them to revisit the hotel in the future. Thus, it is important to improving CE through sensory and feel or affective and other experience such as think/cognitive, act/physical and relational/social experience. When a guest has the good experience, the possibility for them to promote the hotel to others is open. They can have positive word of mouth, noncomplaining behavior, repurchase behavior and price insensitivity as part of CR. This is aligned to previous research that found CR is impacted significantly by VCD (Adiele & Opara, 2014; Akerejola et al., 2020).

This research has also enriched the literature about hotel industry to support hotel management understand the important aspect in enhancing CR by improving their VCD and CE. Thus, hotel management may have broadened insight in conveying their messages or hotel promotional to their guests to retain them in the future.

5.2. Research Limitation

This research used a descriptive and cross-sectional study which only analyze FIT/public guests of international hotel chain in Tangerang, Indonesia. It means this research's findings only represent the condition or perception of hotel customers believed in Visual Communication Design (VCD) at a certain point in time in that area.

Furthermore, this research only focused on millennial FIT/public guests of Accor hotels in Tangerang, Indonesia as the unit analysis. As a result, the findings of this research only represent Accor hotels in Tangerang, Indonesia and might represent a limited preference of customer with specific demographic profile. Larger amount of sample might also produce different result.

5.3. Recommendation for Future Research

This research is carried out at an international hotel chain in Tangerang, Indonesia. Future research may find it fascinating to use the research model and analyze another perception from different geographical area or different industry to generalize the findings. This study concentrated on the significance of VCD, which may trigger CR through CE. It might be valuable if future researcher evaluating and revisiting other constructs which might have various correlation that might help the industry to retain their regular customers. Future studies might involve more respondents, larger than 385 respondents (minimum of respondent from unknown population according to the Chapter 3) to generate better results to represent larger population. Therefore, it may have greater impact with improved efficiency and effectiveness for the selected context.