

CHAPTER V

CONCLUSION

This chapter contains the conclusions of the discussion of the research that has been shown in the previous chapters. This study examined the influence of store atmosphere on consumer purchase decisions in Forestthree Coffee and Kitchen x Kalis Bukittinggi. This research was conducted with field studies by spreading online questionnaires to 160 consumers who had visited Forestthree Coffee and Kitchen x Kalis Bukittinggi. Based on the results of research with smartPLS 3.0 software testing, the following conclusions were obtained.

5.1 Conclusion

1. Store atmosphere has a significant influence on purchase decision in Forestthree Coffee and Kitchen x Kalis Bukittinggi. It can be concluded that the better the store atmosphere in Forestthree Coffee and Kitchen x Kalis Bukittinggi, the higher the decision of consumers to buy there.
2. Hedonic lifestyle has a significant influence on purchase decision in Forestthree Coffee and Kitchen x Kalis Bukittinggi. This means a desire in individual or consumer to have a pleasant experience while shopping at Forestthree Coffee to meet the satisfaction of one's own happiness.

5.2 Implication

From the results of the research conducted there are several implications obtained. From the answers given by respondents to the statements contained in the questionnaire. This research will be a consideration for the owner of Forestthree Coffee and Kitchen x Kalis Bukittinggi who must look at various aspects obtained from respondents. The results of this study that store atmosphere on purchase decision has the lowest value where Forestthree Coffee and Kitchen x Kalis Bukittinggi need to play music that provides comfort to consumers that can stimulate consumers' desire to stay longer in the outlet so as to improve consumer purchase decisions. Then security at the

outlet also needs to be improved to complement the convenience of consumers during visiting and shopping at Coffee and Kitchen x Kalis Bukittinggi.

The contribution of this study is to try to show that store atmosphere and hedonic lifestyle are very influential on consumer purchase decisions at Forestree Coffee and Kitchen x Kalis Bukittinggi. Thus Forestree must maintain and improve its store atmosphere outlet. It is likely that if Forestree Coffee increases the store atmosphere then consumers who decide to make a purchase will increase.

The results of this study can be a reference for the next researcher, as a literature review and a reference source for researchers who are interested in discussing the store atmosphere and hedonic lifestyle towards purchase decisions in coffee shops.

5.3 Limitation

Based on the experience of researchers during this study, researchers realized that the results of this study were not perfect and had many limitations that influenced the expected results. Therefore, these limitations are expected to be more considered for further research. Some of the limitations in this study are :

1. This research focuses on Forestree Coffee and Kitchen x Kalis Bukittinggi so that the data obtained is limited.
2. This research only uses quantitative data obtained from questionnaires filled out by respondents, so the information obtained is limited.
3. The sample size processed in this study is limited to only 160 respondents, so it has not described the entire community who visited and bought at Forestree Coffee and Kitchen x Kalis Bukittinggi.
4. The independent variables used in this research are store atmosphere and hedonic lifestyle. So it can not describe the overall things that affect the purchase decision in respondents.
5. The time spent collecting and processing this research data is limited.

5.4 Recommendation

This research still needs more targeted and broader ongoing research so that emerging weaknesses can be corrected and refined. Then advice for practitioners and academics who will conduct further research :

1. It is expected that the number of respondents can be increased. So that the results of the study are even better.
2. It is expected that the research object can be expanded, not just limited to Forestree Coffee and Kitchen x Kalis Bukittinggi only.
3. It is expected that the next researchers can add other variables that can affect purchase decisions that have not been studied in this study.

