

CHAPTER V

CONCLUSION, IMPLICATION, LIMITATIONS AND RECOMMENDATION OF RESEARCH

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation present in study, implication and possible future directions for the research.

5.1 Conclusion of the Research

The purpose of this research is to find out the relationship of service quality, customer satisfaction, and behavioural intention on restaurant in Padang. This research also find out whether variables have significant relationship or not. This research is using primary data collected by spreading 130 questionnaires to respondent who are eating in several restaurant in Padang. There are four hypothesis developed in this research for several restaurant in Padang City. Therefore, the analysis of results, are:

1. Service quality positively relates to customer satisfaction of restaurant's customer in Padang. It means that service quality has significant correlation on customer satisfaction. Thus, customer satisfaction of restaurant can be predicted by service quality.
2. Customer satisfaction positively relates to behavioural intention on restaurant. It means that customer satisfaction has significant correlation on behavioural intention. Thus, behavioural intention on restaurant can be predicted by customer satisfaction.

3. Service quality positively relates to behavioural intention on restaurant in Padang. It means that service quality has significant correlation on behavioural intention. Thus, behavioural intention on restaurant can be predicted by service quality.
4. Role of customer satisfaction as a mediator positively relates on the relationship between service quality to behavioural intention. It means that the role of customer satisfaction of restaurant customer has significant correlation between service quality to behavioural intention. Thus, the relationship between service quality to behavioural intention can be predicted by role of customer satisfaction of restaurant customer.

5.2 Implications of the Research

This research creates several implication for researcher and practitioners. For researcher, this research is for improving the understanding about relationship between service quality, customer satisfaction and behavioural intention. For practitioners or restaurant owner. This research can be used as a source of information to understand relationship about service quality, customer satisfaction and behavioural intention. Restaurant owner also can use this research as an information to improve their performance for the future.

5.3 Limitation of the Research

Researcher found some limitation when conducted this research. Some of the limitation are as follows:

1. The sampling technique which used is non probability, so it difficult to generalizable and the number of sampling which used too little.

5.4 Recommendation of the Research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the next research, the number of samples used for the next research can be propagated.
2. For the next research, the location of research can be expanded
3. For the next research, different variables can be added or encompassed regarding the topic of the research in order to create and found varieties of the result.

