

CHAPTER V

CLOSING

This is the last chapter of the research, this chapter explains the results presented in the previous chapter. It contains the conclusion, limitations of the research, implication of the research and recommendations for further research. This research will discuss and summarize the research objectives, which are the objectives of this research is to find out the influence of service quality and store atmosphere towards customer satisfaction at Kualu Nyonya Restaurant Padang.

5.1 Conclusion

This research was conducted by distributing questionnaires to 140 people who had visited Kualu Nyonya Restaurant with characteristic visit at least twice. From the results of the research that has been done by processing data using SPSS 17.0, some conclusions can be taken as follows;

1. Variable service quality has a positive influence and significant value on customer satisfaction at Kualu Nyonya Restaurant Padang meaning that the higher the quality of service provided by the company to consumers, the more customer satisfaction that occurs will increase.

This means that the better the service quality of Kualu Nyonya Restaurant, the higher the level of customer satisfaction in the Kualu Nyonya Restaurant. On the other hand, if Kualu Nyonya Restaurant does not pay attention to aspects of service quality, then the level of customer satisfaction in Kualu Nyonya will decrease.

2. Variable store atmosphere has a positive influence and significant value on customer satisfaction at Kualu Nyonya Restaurant Padang meaning that there are effects of store atmosphere on consumer satisfaction. The effect that is generated is positive, meaning that the higher, the better or the more comfortable store atmosphere created by Kualu Nyonya Restaurant to consumers, the consumer satisfaction that consumers feel will increase.

3. Service quality and store atmosphere simultaneously affect rationality on customer satisfaction at Kualu Nyonya Restaurant Padang. It means service quality and store atmosphere has a positive influence and significant value on customer satisfaction at Kualu Nyonya Restaurant Padang meaning that there are effects of service quality and store atmosphere on consumer satisfaction.

5.2 Limitation of The Research

The researcher realized that the results of this study are imperfect and had many limitations that might affect the expected results. Therefore, this limitation is expected to be considered more for future research. Some limitations in this study include:

1. This research only examines customers who have visited Kualu Nyonya Restaurant Padang. So, the implications of this study are only relevant for the context of customers who have visited Kualu Nyonya Restaurant Padang, not for the purposes of overall generalization.

2. This research only considers the influence of service quality and store atmosphere. The researcher realizes that there are variables related to customer satisfaction that can be used by other researchers.

5.3 Implication of the Research

1. For Kualiti Nyonya Restaurant



In this study it can be seen that the variable service quality and store atmosphere have a positive effect on customer satisfaction at Kualiti Nyonya Restaurant. This finding can help Kualiti Nyonya Restaurant in providing better service and performance by paying attention to restaurant commitment to service quality and store atmosphere. Kualiti Nyonya Restaurant is then expected to be able to maintain and development the service quality and store atmosphere consistently.

Although in this study the strength of the indication is a positive relationship between service quality and store atmosphere towards customer satisfaction, however there are three more factors that affect the quality of customer satisfaction. The factors that influence customer satisfaction are product quality, price and costs.

2. For Academics

This research is expected to contribute to the development of science in the field of corporate marketing strategy. The findings of this study can be used as a reference for further research in a relevant connection in the research. Further development of this research is

expected to be able to add or improve research results in accordance with existing suggestions and limitations.

5.4 Suggestion

Based on the conclusions and limitations found in this study, there are some suggestions that can be considered as follows:

1. In further research, it is better to expand the scope of the research, not just in Padang City but further research can research covering the area of West Sumatra or even outside of West Sumatra.
2. In further research, it is recommended to identify and add other variables that are relevant and related to customer satisfaction and conduct more in-depth research on respondents and adding questions that do not yet exist in the characteristics of respondents, so that the information obtained will more complete in the research.
3. In further research, it is recommended to increase the number of samples and expand the diversity of samples so that the results of the research can be more accurate.

