

## CHAPTER V

### CLOSING

This is the last chapter of the research report, this chapter explains about the results presented in the previous chapter. It contains of the conclusion, limitation of the research, implication of the research and recommendation for the future researcher. This chapter will discuss and summarize the research objectives, which are to find out the influences of product quality, service quality, and location on consumer's purchase decision.

#### 5.1 Conclusion

The primary data in this research were obtained directly through questionnaire dissemination which contained questions relating to product quality, service quality, and location on purchase decision of *Kebab Turki Zahara* in Padang. These questions had alternative answers that were measured through the Likert scale. In analyzing the answers of respondents, SPSS 17 was used to analyze data. Some conclusions can be noted as follows:

- a. Product quality as an independent variable has significant influence on consumers' purchase decision of *Kebab Turki Zahara* in Padang. This shows that the better the quality of the product offered, the higher number of purchase decision by the consumers. This is due to the fact that every consumer wants to get a high quality product. Therefore, the company must always pay attention, maintain, and improve the quality of its products.

- b. Service quality as an independent variable also has significant influences on consumers' purchase decision of *Kebab Turki Zahara* in Padang. This implies that the better the quality of service provided, the higher the level of satisfaction and purchase decision. This is because the consumer will not only buy the product but also the services. The quality of service provided will immediately get an assessment from the consumer, whether the quality is in accordance with expectations or not.
- c. Location as an independent variable has significant influence on consumers' purchase decision of *Kebab Turki Zahara* in Padang. This implies that the more strategic of location is, the greater purchase decision will be. This is due to the fact that consumers will consider the easy access of finding an outlet before making decision to purchase a product. They will consider whether it is strategic or not.

## 5.2 Implication of the Research

- a. For company

This research provides information to company that the variables that influence consumers' purchase decision of *Kebab Turki Zahara* are product quality, service quality, and location. This can be seen from the R square obtained. The owner should give priority to product quality variable as a bigger influence on purchase decision. However, the owner must continue to maintain and improve their product quality, service quality, and location. For product quality, the statement "*Kebab Turki Zahara* is cooked by a good cook" had the lowest means score. Although

anyone can make kebab, but *Kebab Turki Zahara* should be show that the chef is the good cook. This can be showed by the appearance of a chef wearing an apron, and the kebab is not charred. For service quality, the statement “*Kebab Turki Zahara*’s employee understands customers’ needs” had the lowest means score. *Kebab Turki Zahara* outlets can provide a voice box for consumers to give criticism, suggestions, and things that consumers want in the future. And for location, the statement “I prefer to shop in *Kebab Turki Zahara* because of the location” had the lowest means score. *Kebab Turki Zahara* outlets can add their branches with strategic location, easily to acces, and give the good condition in the outlets, such as provide more seating and table for customers who want to eat there, provide a music, etc.

b. 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 by future researchers 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.

### 5.3 Limitation

Based on the experience of researcher during conducting this research, researcher realized that the results of this research were imperfect and had many limitations that affected the expected results. Therefore, these limitations are

expected to be more attention for future researchers. Some limitations in this research include:

- a. This research only uses quantitative data obtained from questionnaires filled out by respondents, so that the data obtained was limited.
- b. The number of samples participated in this research was small, 115 respondents. Thus, it does not yet describe the entire consumer who bought kebab at *Kebab Turki Zahara* in Padang.
- c. Independent variables involved in this research are product quality, service quality, and location, so that they cannot know the overall things that affect respondents' buying decision.

#### 5.4 Suggestion

- a. For *Kebab Turki Zahara* outlets

Researcher suggested that the owner should maintain and increase their product quality, service quality, and location since *Kebab Turki Zahara* has strong competitors in Padang, such as *Kebab Dara* and *Abud's Kebab*. In fact, there are some suggestions for *Kebab Turki Zahara* given by researcher and consumers when researcher distributed questionnaires, such as add more choices with innovative menu, do promotion through social media, and improve the service quality, such as provide more seating and table for customers who want to eat there.

- b. For future researchers

1. It is better to expand the scope of the research, not just in Padang

but it should cover other areas in West Sumatra.

2. It is recommended to identify and add other variables that are relevant and related to purchase decision and conduct more in-depth research on respondents and add more questions that do not yet exist in the characteristics of respondents, so that the information obtained will more complete.
3. 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.

