CHAPTER VI
CONCLUSION

6.1. Conclusion

From the results of the discussion on the analysis of creative economics for Coffee Shops in Padang City, Bukittinggi City and Payakumbuh City, it can be seen and studied the variables that have a relationship and influence on the income level of the Coffee Shop which then influences the level of sustainability of the Coffee Shops. But unfortunately due to the incomparability of the data that can be available and obtained due to the fact that there are at least Coffee Shops that are still operating in the City of Bukittinggi and the City of Payakumbuh, so they do not meet the requirements and there is an imbalance of data which results in Coffee Shop data for the City of Bukittinggi and Payakumbuh City cannot be processed using Chi-Square, Coefficient Statistics and regression, but can only do data tabulation. Also, the data from the City of Bukittinggi and the City of Payakumbuh cannot represent the City of Bukittinggi or the City of Payakumbuh in drawing conclusions from the Coffee Shop data in this study. Therefore, drawing conclusions for Coffee Shop data for the City of Bukittinggi and Payakumbuh City to be harmonized with the Coffee Shop data for the City of Padang can only be done from the data in the crosstabulation only.

A. Before And After Dividing Into Levels

Of the seven independent variables processed based on Padang City Coffee Shop data, one of them has a strong relationship to the Coffee Shop income level, including:

1. The initial capital variable is strongly related and has a positive effect on Coffee Shop income, because the greater the amount of initial capital owned to build a Coffee Shop and the scope of its business, the more customers will be interested and visit the Coffee Shop on the basis of physical form, environment, and facilities that were successfully prepared from the initial capital. From this, it indicates that Initial Capital works effectively towards achieving a number of Coffee Shop revenues.

Meanwhile, the other six variables have a weak or not very strong influence and relationship on income levels, including;

1. The working hours variable has a relatively weak relationship and does not have much effect on the income of the Padang City Coffee Shop. This is because the longer the working hours of a Coffee Shop, it does not guarantee that it will increase the number of customers who come or the income received.

2. The employee variable is quite weakly related and has no significant effect on the income of the Coffee Shop in Padang City. This is because the increasing number of workers in a day does not really have an effect on increasing the income of a number of coffee shops in the city of Padang.

3. The price tariff variable has a weak relationship and does not significantly affect the income of the Padang City Coffee Shop. This is because the high and low prices of food and beverage products in a number of Coffee Shops do not really affect the number of customers who come to the Coffee Shop. Because each price rate must be set according to the quality and target market of the Coffee Shop.

4. The education variable is weakly related and has no significant effect on the income of the Coffee Shop in Padang City. This is because the level of education of the owner or customer who comes does not really affect the income level of a coffee shop. Customers of a Coffee Shop will come not depending on their level of education, but depending on their level of comfort with a Coffee Shop.

5. The length of business variable is weakly related and does not have much effect on coffee shop income in Padang City. This is because how long a coffee shop has been in business does not affect the number of customers who come. This resulted in no significant increase in revenue for the Coffee Shop.

6. The age variable is weakly related and has no significant effect on coffee shop income in Padang City. This is because the increase in Coffee Shop income is not too influenced by the age factor of the Coffee Shop customer.

Meanwhile when divided into levels, there are two level, which is Small to Middle Level and Micro to Small Level. In Small to Middle Level, of the seven independent variables processed based on Small to Middle Level Coffee Shop in

Padang City data, there are 4 variables that have a positive effect on Coffee Shop income, including;

1. The regression coefficient for education is 4.038, which means that if education increases by 1 unit, income will increase by 4.038.

2. The regression coefficient for the level of price is 1.448, which means that if the price increases by 1 unit, income will increase by 1.448.

3. The regression coefficient for Initial Capital is 0.933, which means that if the Initial Capital increases by 1 unit, the income will increase by 0.933.

4. The regression coefficient for Working Hours is 1.261, which means that if Working Hours increase by 1 unit, income will increase by 1.261.

While the other 3 independent variables have a negative relationship to income. Including;

1. The regression coefficient for the Length of business is -0.356, which means that if the Length of business increases by 1 unit, the income will decrease by 0.356.

2. The regression coefficient for Employee is -0.716, which means that if the Employee increases by 1 unit, income will decrease by 0.716.

3. The regression coefficient for age is -0.889, which means that if age increases by 1 year, income will decrease by 0.889.

Also, testing of R^2, indicates that 37.7 percent of the coffee shop income variation can be explained by the variables contained in the model, while the remaining 62.3 percent of the coffee shop income variation is explained by other variables not included in the regression model. And after testing the F-test, these variables simultaneously have no effect on the dependent variable (income).

While in Micro to Small level of the seven independent variables processed based on Micro to Small Level Coffee Shop in Padang City data, there are 5 variables that have a positive effect on Coffee Shop income, including:

1. The regression coefficient for age is 0.354, which means that if age increases by 1 year, income will increase by 0.354.

2. The regression coefficient for education is 0.936, which means that if education increases by 1 unit, income will increase by 0.936.

3. The regression coefficient for the level of price is 1.008, which means that if the price increases by 1 unit, income will increase by 1.008.

4. The regression coefficient for the Length of business is 0.993, which means that if the Length of business increases by 1 unit, income will increase by 0.993.

5. The regression coefficient for Initial Capital is 1.347, which means that if Initial Capital increases by 1 unit, income will increase by 1.347.

While the other 2 independent variables have a negative relationship to income. Including:

1. The regression coefficient for Employee is -0.695, which means that if the Employee increases by 1 unit, income will decrease by 0.695.

2. The regression coefficient for Working Hours is -1.173, which means that if Working Hours increase by 1 unit, income will decrease by 1.173.

B. Conclusion of 3 Cities Coffee Shops Based on Cross Tabulation's Insight;

1. Padang City

The conclusions obtained from the various variable systems implemented by all Coffee Shops in Padang City registered in DPMPTSP are;

That the majority of Coffee Shop Owners have a length of business of more than 3-5 years, with the final education level of the owner being a bachelor, with an initial capital amount of over 100 million - 350 million, by adjusting the Coffee Shop theme so that it can be visited by visitors aged 21-30 years, with a product price range of 15,000-25,000, with a number of workers per day of 3-5 people accompanied by productive opening hours of 10 - 12 hours per day.

As additional information, the habits of visitors to the Padang City Coffee Shop depend on the location and theme of the Coffee Shop. For example, if the Coffee Shop is located near the campus or student rentals, visitors usually gather to do assignments, hold meetings, and so on related to lectures and work. Meanwhile, if the coffee shop is located near the city center, visitors are used to gathering to hang out while telling stories about how they spend their day. This is usually adjusted by the Coffee Shop owner in targeting his target visitors according to his market segmentation. Likewise with the prices of the products applied. This is influenced by the monthly expenditure of the majority of Coffee Shop owners which ranges from 50 million to 70 million

per month, the prices of the equipment which vary and the types of coffee, the majority of which are Arabica and Robusta, which are obtained from producers directly, some in the city or from out of town. Meanwhile, in developing their business, the majority of Coffee Shops in Padang City do not have many branches, but some have up to 4 branches in the same city and are directly connected to social media and digital payment systems.

2. Bukittinggi City

The conclusions obtained from the various variable systems implemented by all Coffee Shops in Bukittinggi City registered in the DPMPTSP are;

That the majority of Coffee Shop Owners have a length of business above 0 to 1 year and above 5 years, with the owner's final education level being bachelor and master, with initial capital amounting above 350 million to 1 billion, by adjusting the theme of the Coffee Shop so that it can be visited by visitors aged 21-30 years, with a product price range of 15,000 - 25,000 and 36,000 - 45,000, with a number of workers per day of 6-8 people and 13-15 people accompanied by productive opening hours of 16 hours per day.

As additional information, the habits of visitors to the Bukittinggi City Coffee Shop depend on the location and theme of the existing Coffee Shop. The majority of coffee shops in Bukittinggi City are located close to Jam Gadang, so the majority of visitors like to spend time sitting, telling stories while doing assignments with friends. The Coffee Shop Owner in Bukittinggi adjusts its target visitors to tourists and people who want to enjoy the beautiful view of Jam Gadang while enjoying a cup of coffee provided in a Coffee Shop, which is in accordance with its market segmentation. Likewise, product prices are adjusted to suit the majority of adult visitors. This is of course influenced by the monthly expenditure of the majority of Coffee Shop owners which ranges from a maximum of 50 million per month, the prices of the equipment which vary and the majority of coffee types are Arabica and Robusta which are obtained from producers directly from outside the city. Meanwhile, for business development, the majority of Coffee Shops in Bukittinggi City do not have many branches within the city or outside the

city. However, all Coffee Shops in Bukittinggi City are directly connected to social media and digital payment systems.

3. Payakumbuh City

The conclusions obtained from the various variable systems implemented by all Coffee Shops in Payakumbuh City registered in DPMPTSP are;

That the majority of Coffee Shop Owners have a length of business of more than 5 years, with the final education level of the owner being a bachelor, with a maximum initial capital of 100 million and above 100 million to 350 million, by adjusting the Coffee Shop theme so that it can be visited by older visitors 21-30 years old, with a product price range of 15,000-25,000, with a number of workers per day of 3-5 people accompanied by productive opening hours of 13-15 hours per day.

As additional information, the habits of visitors to the Payakumbuh City Coffee Shop depend on the location and theme of the Coffee Shop. For example, if the coffee shop is located near the city center, the visitors usually come from diverse backgrounds, such as a coffee shop consisting of online motorcycle taxi drivers who gather to wait for orders, there is also a coffee shop consisting of students and workers. who gather to hold meetings or do assignments while talking with their friends. This is of course adjusted to target visitor targets in accordance with market segmentation. Likewise with the prices of the products applied. This is influenced by the monthly expenditure of the majority of Coffee Shop owners which ranges between a maximum of 50 million and above 50 million to 70 million per month, the price of the equipment varies and the types of coffee, the majority of which are Arabica and Robusta, which are obtained from producers directly. , some from inside the city or from outside the city. Meanwhile, in developing their business, the majority of Coffee Shops in Payakumbuh City do not have many branches, but some of them already have up to 2 branches in the same city and of course all Coffee Shops in Payakumbuh City are connected directly to social media and digital payment systems.