

CHAPTER VI

CONCLUSIONS

This chapter contains a summary of the research results and suggestions given for further research.

6.1 Conclusions

Based on the research conducted, the following conclusions can be drawn:

1. The design of Rumah Makan Selamat's rendang packaging was carried out by taking the opinions of several customers as a benchmark that describes customer desires. Customers' wishes were collected and made into a summary of keywords at the open coding stage. The keywords were then linked to variables in the form of product quality dimensions in the axial coding stage. The eight dimensions of product quality are performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. In the last stage of selective coding, a new theory of the relationship between these variables was created, which shows the overall relationship of forming the phenomenon of packaging in accordance with customer expectations.
2. The keywords that have been obtained are used as the basis for packaging design, where each element in the packaging must match the keywords obtained.
3. Three alternative rendang packaging designs for Rumah Makan Selamat were created, which have been adjusted to the customer's expectation.

6.2 Suggestions

Suggestions that can be given for future research are the number of customers interviewed can be increased and the range can be extended further,

future researchers can explore more keywords and variables, and try other methods that can be used in collecting customer opinions and designing packaging. Furthermore, the designs that are made can be more creative and good but must still pay attention to customer desires and their quality must be maintained.

