

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 product quality, service quality and store atmosphere towards consumer purchase decision for Richeese Factory in Padang.

5.1 Conclusion

The primary data in this research were obtained directly through questionnaire dissemination to 165 people, which contained questions relating to product quality, service quality, and store atmosphere on purchase decision in Richeese Factory. 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 in Richeese Factory. 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 Richeese Factory 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 agreement with expectations or not.

c. Store atmosphere as an independent variable has significant influence on consumers purchase decision in Richeese Factory. This implies that the better store atmosphere is, the greater purchase decision will be. This is due to the fact that store atmosphere provide the added value and give a positive impression in the minds of customers.

5.2 Implication of the Research

a. For Richeese Factory

In this study it can be seen that the variable product quality, service quality and store atmosphere have a positive effect on purchase decision at Richeese Factory. This finding can help Richeese Factory in providing better product, service and store atmosphere by paying attention to restaurant commitment to product quality, service quality and store atmosphere. Managers must continue to maintain and improve their product quality, service quality, and store atmosphere. For product quality, the statement “The food presentation is visually appealing” is the lowest average of the respondent’s answer. Its mean Richeese Factory must improve the food presentation to

be more appealing to consumers. For service quality, the statement “Accurate charge” is the lowest average of the respondent’s answer. Its mean Richeese Factory must pay attention to the accuracy of charge for consumers so that consumers are not mistaken in payment transactions at the cashier. For store atmosphere, the statement “Fragrance of the retail chain outlets makes to stay more time” is the lowest average of the respondent’s answer. Its mean Richeese Factory must maintain the fragrance of the restaurant and adjust the fragrance of the restaurant according to consumer tastes so that they are more comfortable in the restaurant.

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 examines customers who have visited Richeese Factory in Padang. So, the implications of this study are only relevant for the context of

customers who have visited Richeese Factory in Padang, not for the purposes of overall generalization.

- b) This research only considers the influence of product quality, service quality and store atmosphere. The researcher realizes that there are variables related to purchase decision that can be used by other researchers

5.4 Recommendation for further research

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 purchase decision and conduct more in-depth research on respondents and adding questions that do not yet exist in the characteristics of respondents, because of 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 because of that the results of the research can be more accurate.