

## CHAPTER V

### CONCLUSION, LIMITATION AND RECOMMENDATION

#### 5.1 Conclusion of the Research

This research was conducted to determine the effect of pull factors and push factors on entrepreneurial intention on student of Andalas University in Padang. This research was conducted by analyzing data from questionnaires distributed to 180 respondents from 14 local modern coffee shop in Padang as the target or object of this research. From the data that has been collected, a number of conclusions can be drawn:

1. The Brand Image variable has a positive and insignificant influence on Revisit Intention of coffee shops in Padang. This variable has three dimensions and all of the dimensions (which is functional image, symbolic image and experiential image) has no effect on revisit intention.
2. The Lifestyle variable has a positive influence and has a significant value on consumer's revisit intention in coffee shops in Padang. This also shows that the higher the Lifestyle will makes the higher intention to revisit, and vice versa, the lower the Lifestyle will makes the lower the revisit intention.
3. The Consumer Satisfaction variable has a positive influence and has a significant value on consumer's revisit intention in coffee shops in Padang. This also shows that the higher the Consumer Satisfaction

will makes the higher intention to revisit, and vice versa, the lower the Consumer Satisfaction will makes the lower the revisit intention.

## **5.2 Limitation of the Research**

The researcher realized that the results of this study were not so perfect and had various limitations that might affect the desired results. Therefore, this limitation is expected to be more attention for researchers for future researchers. Some limitations in this research include:

1. This research only examines respondents who are the consumers of 14 local modern coffee shop in Padang when there are many other coffee shop in Padang but franchise, not local. So the implications of this study are only relevant for the context of respondents who are the consumers of specific coffee shops, not for the purposes of overall coffee shops in Padang.
2. This research only considers The Influence of variable Brand Image, Lifestyle and Consumer Satisfaction. The researcher realize that there are variables related to revisit intention that can be used by other researchers.

## **5.3 Recommendation**

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 hoped that it can expand the scope of its research, especially to make the entire coffee shop in Padang as the object of further research so that it can have a positive impact on the entrepreneur in increasing their coffee shop to be better.

2. In further research, it is expected to increase the number of samples and expand the diversity of samples so that they can truly represent the population in this study so that the results of future studies can be more accurate.
3. In further research, it can identify and add other variables that are relevant and related to someone's Revisit Intention.

#### **5.4 Implication of Research**

This study empirically shows that the three variables that influence revisit intention of coffee shops visitors in Padang and two of them have a positive and significant influence (consumers' lifestyle and consumers' satisfaction) and only brand image has positive and insignificant effect on revisit intention. Among all the contributing factors in brand image, the service of the coffee shop was the focus of an image of a brand which was noted to have the greatest effect, but not significant enough. Then followed by the indicators of lifestyle and the greatest effect is the interest of consumers to enjoy the coffee shop's menus. The willingness to recommend from consumer's satisfaction variables also be the big effect of revisit intention.

Based on the results of the study, consumer's satisfaction is the most important thing that customers are concerned in the selection to revisit their preferred cafe (Table 4.8). This shows that the consumer's satisfaction elements being the factor to change customers' perceptions towards their preferred cafe. Increasing consumer's satisfaction indeed greatly influences the customer revisit intention. This research is expected to give information

to the coffee shops owner that to increase the intention to revisit of consumer, they need to know what elements are in revisit intention . This research proves that Brand Image have no influence on revisit intention. However the Lifestyle and Consumer Satisfaction showed a positive result for revisit intention so it is expected that the coffee shop can prioritize consumers' lifestyle and consumers' satisfaction as a consideration to increase the intention of revisit in their coffee shop.

