

CHAPTER V

CLOSING

5.1. Conclusion

This research was conducted to analyze the relationship between budget, price, product preferences, place preferences, social preferences and service preferences on utility among Parewa coffee consumers in Padang City. From the research that has been carried out, several conclusions can be drawn as follows:

1. The budget variable shows that there is a significant relationship between the budget and consumer utility among Universitas Andalas students in Parewa Coffee, Padang City. With a positive relationship direction and very weak strength.
2. The price variable shows that there is no relationship between price and consumer utility among Universitas Andalas students in Parewa Coffee, Padang City.
3. The product preference variable shows that there is a significant relationship between product preference and consumer utility among Universitas Andalas students in Parewa Coffee, Padang City. With the direction of the relationship being positive and the strength of the relationship being weak
4. The place preference variable shows that there is a significant relationship between place preference and consumer utility among Universitas Andalas students in Parewa Coffee, Padang City. With the direction of the relationship being positive and the strength of the relationship being very weak
5. The social preference variable shows that there is a significant relationship between social preferences and consumer utility among Universitas Andalas

6. students in Parewa Coffee, Padang City. With a positive direction of strength and moderate relationship strength.
7. The service preference variable shows that there is a significant relationship between service preference and consumer utility among Universitas Andalas students in Parewa Coffee, Padang City. With a positive relationship direction and medium relationship strength.

5.2. Research Implications

The contribution of this research is to show that the variables budget, price, product preference, place preference, social preference and service preference have a relationship with consumer utility among Universitas Andalas students in Parewa Coffee, Padang City. The implication of this research is that management can benefit from the results of this research to achieve better innovation and sustainable competitive advantage, so that consumers feel satisfied and benefit from Parewa Coffee so they return to the Parewa Coffee shop in Padang City.

5.3. Research Limitations

Researchers realize the results of this research are not perfect and have limitations. Therefore, the limitations of this study can be considered for future research. Some limitations in this research include:

1. This research only uses quantitative data obtained from distributing questionnaires via Google Form which are filled in by respondents so that the information obtained is limited.

2. This research only uses one object, namely Parewa coffee, so there is no description of other coffee shops in Padang City.

5.4. Suggestion

Based on the conclusions and limitations contained in this research, there are several suggestions that can be considered as follows:

1. It is recommended for future researchers to add or use different samples so that the research results obtained are better and optimal.
2. It is recommended that future researchers can examine objects that are different from the current research in order to obtain comparisons.
3. The results of this research can be used as a reference for future researchers, as a literature review and a source for research interested in discussing coffee consumption behavior for students by looking at the relationship between budget, price, product preferences, place preferences, social preferences and service preferences. with consumer utilities.

