

CHAPTER V

CONCLUSION, LIMITATION AND RECOMMENDATION

5.1 Conclusion of the Research

The purpose of this research was conducted to determine the influence of brand association, perceived quality and store atmosphere on purchase decision of Richeese Factory in Padang. This research are using primary data that collected by spreading 180 questionnaires to the respondents. These questions had alternative answer through the Likert Scale. The data of this research is processed using SPSS 16. Based on the analysis and discussion that has been done, a number of conclusion can be drawn:

1. The first hypotheses (H1) has a significant influence on purchase decision of Richeese Factory in Padang. It means that brand association give big influence on consumer purchase decision of Richeese Factory. It means that H1 of this study is accepted.
2. The second hypotheses (H2) has a significant influence on purchase decision of Richeese Factory in Padang. It means that perceived quality has a big influence on consumer purchase decision of Richeese Factory. It means that H2 of this study is accepted.
3. The third hypotheses (H3) has a significant influence on purchase decision of Richeese Factory in Padang. It means that store atmosphere give big influence on consumer purchase decision of Richeese Factory. It means that H3 of this study is accepted.

5.2 Implication of the Research

1. Brand Association variable has significant influence on purchase decision in Richeese Factory. It means that brand association give influence on consumer purchase decision. The highest mean found in statement research “Richeese Factory has a strong image” people associate that Richeese Factory offered a spicy fried chicken with cheese sauce and it become identity of the restaurant. In fact, Richeese Factory only sell three kind of drink namely fruitarian, pink lava and mineral water. They don't sell soft drink such as Coca Cola, Pepsi or Miranda like the others restaurant of fast food. While the lowest mean found in statement research is “Richeese Factory restaurant is different from other competitors” as we know that Richeese Factory selling fried chicken like the others competitors, so Richeese Factory have to think more about new product that different and unique such as what is the trend nowadays. Now, Richeese Factory have a new menu namely Richeese Black. All the products are black start with sauce, french fries, drink and others product.
2. Perceived Quality variable has a significant influence on purchase decision in Richeese Factory. It means that perceived quality give influence on consumer purchase decision. From the result, the highest mean is in 6th indicator which “The staff at Richeese Factory are knowledgeable about the menu”. Can be conclude that when customer asking about the menu they want to know, then the staff has willing to know everything about all the menu. Because this is the key for the staff, sometimes some employee

doesn't know about the menu and it can make customers confused. Then, the lowest statement are "The physically facilities at Richeese Factory are visually appealing" it can be conclude that Richeese Factory has to change or modify their physical facilities for example they replace or change all the table, chair, the lamp or floor like a present restaurant today or as we know "very instagramable" because customers really like to spend their time at restaurant only for take a picture with friends, chit-chat and hangout.

3. Store Atmosphere variable has a significant influence on purchase decision in Richeese Factory. It means that store atmosphere give influence on consumer purchase decision. From the result, the highest mean is in 17th indicator which "The restaurant color creates a positive image in my mind". They need to make sure their consistency of using this color. Because color gives various influence on the psychological conditions. If the restaurant need to improve or want to try a different thing that should be more better and more interesting than before. And the lowest statement are "Music at Richeese Factory motivates me to buy more". Some respondents felt that there is no relation between music and motivate to buy. Sometimes music that played at Richeese Factory are too loud and not make customers comfortable, it can be conclude that customers not motivated to buy because of music is not pleasant to hear. Richeese Factory have to evaluate this because customer convenience is number 1. Maybe with good music, not deafening and relaxing.

5.3 Limitation of the Research

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:

1. This research only examine the people who has visited and who ever ate at Richeese Factory restaurant in Padang. Thus, the customers of Richeese Factory in Padang can be customers from KFC, Mcd, Pizza Hut or etc.
2. This research has limitation due to bias response by respondents. Because some of the respondents respond does not represent their true feeling when fulfil the questionnaire.
3. The manager of Richeese Factory did not give permission to a survey or distributed the questionnaire to be considered as supporting data in this research.
4. This research only considers the influence of brand association, perceived 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 Research

Based on the conclusions and limitation found in this study, there are some suggestions that can be considered as follows:

1. In further research it is recommended to identify and add other variables

that are relevant and related to purchase decision and adding questions that do not yet exist in 180 the characteristics of respondents, so the information will more complete in the future.

2. 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.

3. In further research, it is better to expand the scope of this research, not just in Padang City but also can covering the area of West Sumatera or even outside West Sumatera.

