

## **CHAPTER V**

### **CONCLUSIONS**

#### 5.1. Conclusion

This research was conducted to examine several factors that influence corporate social responsibility toward Customers and the Society of McDonald's (MCD) and Kentucky Fried Kitchen (KFC). These factors include Student's Perception, Student's Major Study, Student's HEI Type. Based on the results of the data analysis that has been collected and processed using SPSS version 23 and Microsoft Excel 2017, the conclusions of this research results are as follows:

1. CSR Toward Customer and society of MCD and KFC has no differences on Student's Perception of CSR.

The student's perception has no difference about CSR toward Customers and society of MCD and KFC. From the results, there are no differences in the perceptions of student's on the implementation of CSR to Customer and CSR to Society in McDonald's and KFC. This conclusion shows that students are not informed enough of how the CSR practices in a fast-food restaurant in McDonald's and KFC. The perception that the student had may have similar awareness of how CSR implemented in McDonald's and KFC which students have lack of experience of CSR practices in a fast-food restaurant.

2. CSR Toward Customer of MCD has significant differences effects on Student's department between accounting and non-accounting student's.

The student's department has a difference about CSR toward Customer of MCD. From the results, there are significant differences in the perceptions of accounting and non-accounting students on the implementation of CSR to a customer in McDonald's. This conclusion shows that these students have a similar understanding of the CSR practices that McDonald's. The differences in perceptions that the

accounting students have able to help them in perceiving how to view and experience the CSR practices in fast-food restaurants since their view differs in CSR toward Customer and society.

3. CSR Toward Customer of KFC has no differences effects on Student's department between accounting and non-accounting student's.

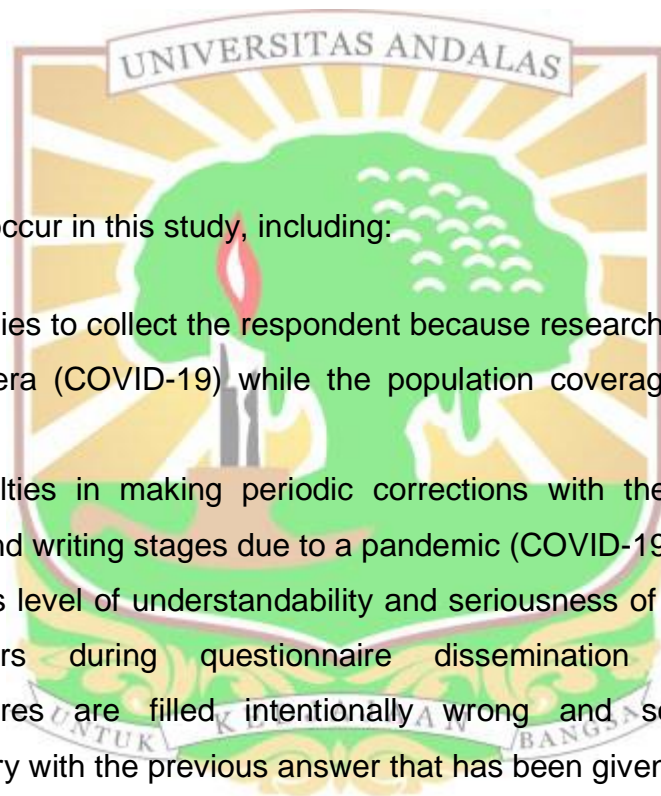
The student's department has no difference about CSR toward Customer of KFC. From the results, there are differences in the perceptions of accounting students on the implementation of CSR to a customer in KFC with non-accounting students. This conclusion shows that these students have a similar understanding of the CSR practices that KFC. This conclusion shows that the student's department does not affect how of the CSR practices in a fast-food restaurant.

4. CSR Toward society of MCD and KFC has significant differences effects on Student's department between accounting and non-accounting student's.

The student's department has significant differences about CSR toward a society of MCD. From the results, there are differences in the perceptions of accounting students on the implementation of CSR to society in McDonald's and CSR to society in KFC. This conclusion shows that these students have a similar understanding of the CSR practices that McDonald's. The difference in perceptions that the accounting students have able to help them in perceiving how to view and experience the CSR practices in fast-food restaurants since their view is united in CSR toward Customer and society. CSR Toward Customer of MCD has significant differences effects on Student's Department.

5. CSR Toward Customer and society of MCD and KFC has significant differences on Student's HEI type.

There are differences between the perceptions of Public and Private HEI students on the implementation of CSR to Customer and CSR to Society in McDonald's and KFC. This conclusion shows that the Private HEI students are more comprehending about how CSR impacted their surroundings as they learn about CSR in their courses during studies. While public HEI students might not understand what CSR does to its limited courses as they do not learn yet; thus, that is there are differences in the perceptions of Private and Public HEI students.



## 5.2. Limitation

Some limitations occur in this study, including:

- a) The difficulties to collect the respondent because research is conducted at the pandemic era (COVID-19) while the population coverage is Padang, West Sumatra.
- b) This difficulties in making periodic corrections with the supervisor to the research and writing stages due to a pandemic (COVID-19).
- c) The various level of understandability and seriousness of the correspondents that occurs during questionnaire dissemination process. Several questionnaires are filled intentionally wrong and some answers are contradictory with the previous answer that has been given.
- d) Author has limited control over the sampling method due to the sampling method used, which could lead to a biased result of the survey due to the possibility of the respondents share similar characteristics of the topic, thus leading to only obtain a small subgroup of the population.

## 5.3. Suggestion

According to the results of research conducted, the suggestions from the authors are as follows:

- a) In filling out the questionnaire, it is better if the respondent can be monitored directly without an intermediary or conducting a survey method with interview technique directly to the respondent to obtain more accurate results.
- b) Future researcher who interested in the subject can examine other factors that influence Corporate social responsibility toward customer and society in student's perception, Student's Major study, and Student's HEI Type to add moderating variables that can strengthen or weaken the influence of independent variables on the dependent variable.

#### 5.4 Research Implication

1. For future researchers, this research can provide new insight into researchers' knowledge about how students perceived CSR in fast-food restaurants in Padang. This research is also used as a requirement to obtain a degree in economics.
2. For firms/organizations, this research is expected to be used as a material consideration for the organization specialized in the fast-food industry to apply CSR agenda for their long-term goals. It can help to enhance the organizations' image in the eyes of stakeholders (consumers, society, suppliers, and staff) and enhance their financial performance.
3. For educators, this study is expected to be used as a reference for consideration and input in implementing Corporate Social Responsibility in courses, which later on will help in shaping the ethical and morally mindset in the students as students are the future leaders

