

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion of Research

The purpose of this research is to uncover the relationship between the experiential marketing, service quality, social media marketing on customer satisfaction of coffee shop in Padang. This research conducted quantitative approach that consists of the collection of primary data from the college student who has visited the selected coffee shop in Padang City and have their own social media account, within this criterion, each customer must have an Instagram account by distributing online questionnaire through social media and collected using Google Form. There are 215 respondents that comes from various demographic categories. Based on the formulation of the three hypotheses, there are various tests obtained such as descriptive statistics, validity and reliability test, classical assumption test and multiple linear regression analysis using SPSS 25.0 after the data has been collected and compiled in Microsoft Excel. Based on the research discussion, there are some conclusions that can be explained as follows:

1. Based on the result of this research, Experiential Marketing has a positive and significant impact on Customer Satisfaction of Coffee Shops in Padang. In other words, when experiential marketing perceived by customers is higher, then the level of customer satisfactions gets higher significantly.
2. Service Quality has a positive and significant impact on Customer Satisfaction of Coffee Shops in Padang. The result from the identification on this hypothesis can confirm that the higher service quality that customers

get at the coffee shop, the more it can actually trigger customer satisfaction of coffee shop in Padang

3. Social Media Marketing has an insignificant impact on Customer Satisfaction of Coffee Shops in Padang. The result interprets that the more level of social media marketing about coffee shop that customer shows in Instagram, will not affect the customer satisfaction of coffee shop in Padang.

5.2 Implication of Research

Based on the findings and discussions of the research, the researcher can conclude several implications that can be used to enhance the understanding about the behavioral study of the customer in a coffee shop for the researcher, academics and also might contribute to the coffee shop industry managerial which would be beneficial for stakeholder and customer itself as follows:

1. For further theoretical research and academic purpose, this research is expected to be a theoretical reference or input for further studies relating to the scope of Experiential Marketing, Service Quality, and Social Media Marketing on Customer Satisfaction especially in the coffee shops industry. However, this research is contributing to build up the knowledge and extend the better implication about how to make the customer feel satisfied.
2. For managerial of the coffee shop industry and stakeholders,
 - a. This research is expected to contribute to the coffee shop to become a consideration to find out the customer interest especially in the field of quality, service, and customer engagement to the coffee shop. For the practical business especially the coffeeshop owners, this research can

help them implement a new strategy, system, and idea in order to meet the customer satisfaction when visiting and enjoying the products available in their coffeeshop.

- b. Based on the results of a descriptive analysis which states that most of the customer of the coffee shop agrees with a high comfort level in a coffee shop atmosphere. So, the coffee shop must pay more attention to the atmosphere of the coffee shop, such as adding live music, air conditioners, smooking areas and so on that support customer comfort.
- c. Based on the service quality indicator, the dominant respondent responded positively about the good appearance of the coffee shop employee or barista. This indicates that, not only is the product or coffee shop atmosphere assessed by customers, but also the performance and appearance of employees also greatly affects customer satisfaction.
- d. Coffee shops must also pay attention to customer engagement, especially social media. Because there is no significant influence between social media marketing and customer satisfaction, probably because the content presented on the social media Instagram of coffee shop does not get the attention of customers. Therefore, the coffee shop management must further improve the quality and quantity of content posted on its social media Instagram.

5.3 Limitation of Research

The researcher discovered some limitations while conducting the research as follows:

1. The first research limitation is the research questionnaire is not evenly distributed throughout the college student in Padang city. Most of the recorded respondents are from Andalas University, which doesn't represent college students in the whole city.
2. This research discusses experiential marketing, service quality, social media marketing, and customer satisfaction. The limitation is that there is a limited number of previous research discussed all the variables in one journal. Hence, the researcher needs to compile several different previous studies to formulate the research hypothesis.
3. The researcher could not ensure whether the respondents who met the criteria, especially in the section "having a social media Instagram account", saw the social media marketing carried out by the coffee shop or not. So, this is also become one of the reasons why social media marketing does not have a significant effect on customer satisfaction of the coffee shop

5.4 Research Recommendation

Based on the findings and discussions of current research, there are several recommendations for the next researcher who are interested in conducting similar research in the future as follows:

1. The next researcher can enrich the research horizon to the whole society, not only for college students in a specified area. So, there will be more samples obtained and the results will be more accurate by providing a more representative sample of the population.

2. The next researcher can conduct other variables to explain other factors outside the scope of research that can affect customer satisfaction in coffee shops.
3. Further research can be carried out directly by interviewing samples (people) who have visited the selected coffee shops in order to obtained more and clear results based on currently situation that faced by respondent directly.

