

CHAPTER V

CONCLUSION

5.1 CONCLUSIONS

Based on the problem formulation, research objectives, research hypothesis, data analysis, and discussion described in the previous chapters, the writer can draw the following conclusions:

1. Promotional mix does have an effect on customer buying decision at COCOWORK@Clapham Medan as proven through the result of the t_{count} which is higher than t_{table} , therefore H_a is accepted and H_o is rejected
2. The effect of promotional mix towards customer buying decision at COCOWORK@Clapham Medan is significantly strong as proven through the result of coefficient of correlation between the two variables and determination test

5.2 IMPLICATIONS

Based on the results of this research as discussed in chapter IV, the writer is able to draw both theoretical and practical implications.

Theoretically, promotional mix has an effect towards customer buying decision. The theories in this *skripsi* may contribute to the knowledge in business studies as a whole.

Practically, this *skripsi* may benefit the organization COCOWORK@Clapham Medan, its customers, and future researchers who would want to conduct similar research whether it being similar organization or variables.

5.3 RECOMMENDATIONS

Finally from all of the research data, results, questionnaires, conclusion, and implication above, the writer has the following

recommendations that can hopefully be a useful input for EV Hive@Clapham Medan:

1. The organization should consider hiring marketers or sales force to improve personal selling in order to not only connect on a deeper level with customers but also to get its name out there for the purpose of reaching more customers from all ages, genders, etc.
2. The organization should consider to put more focus on public relation activities, philanthropy, and maintain better relationship with existing as well as potential customers. It can do these by establishing more awareness towards potential guests and customers, posting more often on social media, and improve networking and communication skills for employees.
3. It would be better for the organization to figure out the factors that would trigger customers' first step in the customer buying decision process which is need/problem recognition. For instance, the organization can do quick surveys or polls and hold more upcoming events that are going to relate to a broader amount of people.
4. It would be better for the organization to ensure customers are not going to evaluate for other alternatives by focusing on its competitive advantages and capitalize on them.

The writer's recommendations for the next researchers would be as the following:

1. Since the writer is extremely limited to time, it is recommended for future researchers to conduct this research for a longer period of time in order for it to be better and more focused
2. Future researchers may add a more updated version to the indicators of both variables where necessary
3. Future researchers are expected to collect more respondents in order for the research to be even more accurate