

## CHAPTER V

### CLOSING

#### 5.1 Summary

Boncafe Steak & Ice Cream is a restaurant specializing in steak menus that prioritize the taste and quality of the best cuisine. Boncafe Steak & Ice Cream is not only a place to eat with a cozy atmosphere, but also a recommendation venue for private or corporate event perayaan. Like birthday parties, engagements and wedding and gathering.

The objective of this research the effect of Product, Price and Place on Buying decision for Boncafe Customers in Surabaya. This research used descriptive analysis and multiple linear regression analysis with SPSS to test the relationship between variables. The model was tested based on questionnaire data collected. The data used in this test were collected from 100 respondents. The respondents are people who were 18-60 years old that had eaten in Boncafe restaurant before. Prior to hypothesis testing, this research followed validity, reliability, normality, homoscedasticity, linearity and multicollinearity test. From these evaluations, it is known that the data used in this research has met all of the assumptions.

Based on the table 20, the value of R is 0.312. It means that the correlation between Product, Price, Service Quality and Place. The value of Adj. R<sup>2</sup> is 0.069. It means that 46.4% of Attitude toward Partaking can be explain through Product's, Price, and Place. while 53.6% can be explained through other variables. The significance of F is 0.019, which means that the overall regression model is good.

## **5.2 Conclusions**

H1: Product's has a significant effect on Buying decision is Rejected; since t sig is lower than 0.05

H2: Price has a significant effect on Buying decision is Accepted; since t sig is lower than 0.05

H3: Place has a significant effect on Buying decision is Rejected; since t sig is lower than 0.05

## **5.3 Recommendations**

### **5.3.1 For Boncafe**

1. To increase Buying decision for customers in favor to dine in Boncafe Restaurant it is recommended to:
  - a. Boncafe should maintain their Price that is acceptable by the customer. Consequently, Customers will come back repeatedly and less likely to leave for an alternative competitor.
  - b. Boncafe should maintain their portion that is acceptable by the customers. So that the customers would become satisfied and the basic purpose of dining to partake on a meal is fulfilled which is to sate hunger so that every time they want to nourish themselves Boncafe would be on their minds.
  - c. Boncafe should maintain their taste that is acceptable by the customers. That in itself a good taste is a part of joy in dining that makes the customers wanting back for more so when they want to eat a good meal they will go to Boncafe to satisfy their desire a good steak that Boncafe is well known for.

### **5.3.2 For Future Research**

1. The object of the research is limited to Boncafe customers in Surabaya. Future researcher is recommended to research the same topic on different company, to get different perspective.
2. The variable in this research is limited to Product, Price, and Place. Towards the effect of buying decision of customers to dine in Boncafe restaurant. Future researcher is encouraged to add more variable to explain the relation more comprehensively.
3. Future research is recommended to have more respondents to have more clear understanding about the research problem.
4. Future research is recommended to classify the respondent according to age or occasion in order to have more precise understanding on the different segment.