

CHAPTER V

CONCLUSION

5.1 Conclusion

The food and beverage industry is always innovating, developing, and competing in the market. Nakama Brew Guru Patimpus Medan faced various challenges such as limited space, a dark atmosphere, and decreasing interest in uploaded content leading to unstable sales and influenced purchasing intention. Therefore, an attractive café atmosphere, customer satisfaction, and effective social media marketing through Instagram are important factors in increasing customer purchasing intention.

The results of the t-test for Café Atmosphere (X_1) indicated that it has a positive and significant influence on Purchasing Intention (Y) at Nakama Brew Guru Patimpus Medan. The t-value for Café Atmosphere (X_1) was 2.260 with a significance level of 0.026, meaning that improving the atmosphere of the café, such as its interior design or layout, can positively affect customer purchasing intention. However, this result contrasts with Adnan (2020), who highlighted a stronger relationship between café atmosphere and customer satisfaction, likely due to differences in contextual factors such as location and target audience.

The results of the t-test for Customer Satisfaction (X_2) indicated that it is the most influential factor in determining Purchasing Intention (Y). With a t-value of 10.878 and a p-value of 0.000, customer satisfaction had the strongest positive correlation with Purchasing Intention, aligning with the findings of Mahmud et al.

(2022). However, this study provides deeper insights into the specific roles of encounter satisfaction and future expectations, emphasizing their importance in fostering customer loyalty. This indicates that customers who are satisfied with the experience at Nakama Brew Guru Patimpus, particularly in terms of service quality and product offerings, are significantly more likely to return and make purchases.

The results of the t-test for Social Media Marketing on Instagram (X_3) also showed a significant impact on Purchasing Intention (Y), with a t-value of 5.261 and a p-value of 0.000. This indicates that Nakama Brew's Instagram marketing efforts, such as engaging content and promotional campaigns, effectively attract customer interest and influence purchasing behavior. While not as strong as customer satisfaction, social media marketing on Instagram remains an important tool for reaching potential customers and increasing the likelihood of making a purchase. Compared to Mahmud et al. (2022) who focused on the importance of creativity and marketing strategies in driving consumer interest, this research, however, drives deeper into Instagram-specific indicators such as advantageous campaigns, relevant content, up-to-date content, and content popularity, demonstrating how a targeted social media marketing strategy can effectively attract and engage customers.

The F-test result shows that all three variables of Café Atmosphere (X_1), Customer Satisfaction (X_2), and Social Media Marketing on Instagram (X_3), simultaneously have a significant influence on Purchasing Intention (Y). The F-value was 170.851 with a p-value of 0.000, indicating that the overall model is statistically significant. This means that when combined, café atmosphere,

customer satisfaction, and social media marketing on Instagram have a powerful effect on the customer's purchasing Intention at Nakama Brew Guru Patimpus.

5.2 Recommendation

Based on the findings of this research, the following recommendations have been developed:

a. For Nakama Brew Guru Patimpus Medan

1. Café Atmosphere (X_1)

Based on the lowest mean value in the descriptive statistics of Cafe Atmosphere (X_1), $X_{1.6}$ with the statement "I feel that this room is quite spacious and not stuffy" gets a value of 2.60. This shows that customers consider the cafe room to be rather cramped. To improve this aspect, Nakama Brew Guru Patimpus must pay more attention and consider expanding the interior layout to create a more open and airy environment.

2. Customer Satisfaction (X_2)

Based on the lowest mean value in the descriptive statistics of Customer Satisfaction (X_2), $X_{2.4}$ with the statement "Nakama Brew Guru Patimpus is my favorite place to relax and enjoy coffee." gets a value of 2.82. This shows that there is room for enhancing customer satisfaction. To improve this aspect, the café can focus on consistently delivering high-quality service and product offerings given the growing number of competitors offering similar or even better products and ambiance.

Conducting surveys or suggestion boxes can provide valuable insights into customer preferences and areas for improvement.

3. Social Media Marketing on Instagram (X_3)

Based on the lowest mean value in the descriptive statistics of Social Media Marketing on Instagram (X_3), $X_{3.7}$ with the statement "Posts related to Nakama Brew Guru Patimpus are often shared by my friends on Instagram" gets a value of 2.68. This shows that social media marketing on Instagram is not fully effective in engaging the target audience. To improve this aspect, Nakama Brew can focus on creating more engaging and shareable content such as interactive posts, promotional content, or some collaboration with influencers can also increase brand awareness and drive more traffic to the café.

4. Purchasing Intention (Y)

Based on the lowest mean value in the descriptive statistics of Purchasing Intention (Y), $Y_{.2}$ with the statement "Testimonials from my friends and family made me interested in coming to Nakama Brew Guru Patimpus" gets a value of 2.89. This shows that there is a moderate interest that can be further developed. To improve this aspect, Nakama Brew can actively encourage customers to share experiences online and provide discounts for it where sharing testimonials on social media can also boost engagement and encourage repeat visits.

b. For Future Researcher

This research is only limited to Café Atmosphere (X_1), Customer Satisfaction (X_2), and Social Media Marketing on Instagram (X_3), which has an influence of 84.1% on Purchasing Intention (Y). Therefore, future researchers are encouraged to explore the remaining 15.9% of factors that may also influence the Purchasing Intention of Nakama Brew Guru Patimpus Medan such as brand awareness, customer loyalty, or other influencing factors. In addition, an increase in the number of samples is also recommended to obtain a more conclusive opinion of Nakama Brew Guru Patimpus Medan.

