CHAPTER V

CONCLUSION

4.1 Conclusion

Based on the problem formulation of this research, the following conclusions can be drawn:

a. Restaurant atmosphere significant influences customer revisit intention at Golden Lamian Sun Plaza Medan. The P-value is 0.000, which is lower than 0.05. Therefore, H_1 is accepted.

b. Menu variety significant influences customer revisit intention at Golden Lamian Sun Plaza Medan. The P-value is 0.002, which is lower than 0.05. Therefore, H_2 is accepted.

c. Promotion significant influences customer revisit intention at Golden Lamian Sun Plaza Medan. The P-value is 0.000, which is lower than 0.05. Therefore, H_3 is accepted.

d. Brand loyalty does not act as moderator between restaurant atmosphere and customer revisit intention at Golden Lamian Sun Plaza Medan. The P-value is 0.285, which is higher than 0.05. Therefore, H_4 is rejected.

e. Brand loyalty can act as moderator between menu variety and customer revisit intention at Golden Lamian Sun Plaza Medan. The P-value is 0.035, which is lower than 0.05. Therefore, H_5 is accepted.

f.   Brand loyalty does not act as moderator between promotion and customer revisit intention at Golden Lamian Sun Plaza Medan. The P-value is 0.101, which is higher than 0.05. Therefore, H_6 is rejected.

4.2   Recommendation

Based on the findings in this research, the writer has prepared several recommendations for Golden Lamian Sun Plaza Medan and future researchers, as follows:

1.   Golden Lamian Sun Plaza Medan

   a.   Restaurant Atmosphere (RA)

   - The statement with the lowest mean comes from RA6 "I feel comfortable with the room temperature at Golden Lamian Sun Plaza Medan", scoring an average of 3.82, indicating it is "Agree". To further improve, Golden Lamian Sun Plaza can create a comfortable atmosphere for customers to dine with tables arranged neatly and orderly, enhancing the dining experience. Although sometimes, Golden Lamian Sun Plaza experiences long queues during peak hours, causing some customers to switch to other dining options. Golden Lamian Sun Plaza Medan can ensure that cooling equipment such as air conditioners or fans function properly so that the room temperature remains comfortable and maintained. In addition, ensure good air ventilation so that air circulation is smoother. Golden Lamian Sun Plaza Medan can also

add insulated walls or insulated roofs to your cafe building to make it feel cooler. Golden Lamian Sun Plaza Medan can make good lighting when customer come to this restaurant.

- The mean result of restaurant atmosphere (RA) is 23.29, indicating that it is "Agree", meaning that customers who come really like the restaurant atmosphere, thus the restaurant should maintain its performance.

b. Menu Variety (MV)

- The statement with the lowest mean comes from MV1 "The types and portions of food and drinks served by Golden Lamian Sun Plaza Medan are as desired", scoring an average of 3.68, indicating it is "Agree". To further improve, make sure every dish has a consistent and satisfying taste. Research and test new recipes regularly to maintain the quality of taste. Then the restaurant adjusts the portion to the price offered to provide value for money.

- The mean result of menu variety (MV) is 22.37, indicating that it is "Agree", meaning that customers who come really like the menu variety from Golden Lamian Sun Plaza Medan, thus the restaurant should maintain its performance.

c. Promotion (P)

- The statement with the lowest mean comes from P6 "If I need the same food, I am willing to pay a higher price to be able to eat at Golden Lamian Sun Plaza Medan", scoring an average of 3.70,

indicating it is "Agree". To further improve, restaurants can try to improve customer experience. Ways to improve customer experience include adding new facilities or experiences, improving service quality, providing bonuses for certain food purchases, providing faster delivery to customers who order food.

- The mean result of promotion (P) is 23.13, indicating that it is "Agree", meaning that customers who come really like the promotion from Golden Lamian Sun Plaza Medan, thus the restaurant should maintain its performance.

d. Brand Loyalty (BL)

- The statement with the lowest mean comes from BL2 "I want to be a regular customer of Golden Lamian because of the menu variety", scoring an average of 3.76, indicating it is "Agree". To further improve, restaurants can offer Good Communication and Discounts to Loyal Customers who come to Golden Lamian Sun Plaza Medan and restaurants can also optimize Social Media with Interesting Content about the food menu that will be served to customers.

- The mean result of brand loyalty (BL) is 23.11, indicating that it is "Agree", meaning that customers have a favorable evaluation of Golden Lamian Sun Plaza Medan, thus the restaurant should maintain its performance.

e. Customer Revisit Intention (CRI)

- The statement with the lowest mean comes from CRI4 "Golden Lamian Sun Plaza Medan promotes delicious food and drinks on social media", scoring an average of 3.75, indicating it is "Agree". To further improve, restaurants can promote delicious food and drinks on social media in a variety of ways, such as collaborating with influencers, creating engaging menus, and sharing behind-the-scenes videos.

- The mean result of customer revisit intention (CRI) is 15.57, indicating that it is "Agree", meaning that customers who come really like visit and eat at Golden Lamian Sun Plaza Medan, thus the restaurant should maintain its performance.

2. For Future Researchers

The writer suggests that future researchers can expand the scope of the study by not only conducting research on one restaurant but on several restaurants throughout North Sumatra. In addition, there are other variables that can influence customer revisit intention, such as food quality, service quality, and others. In addition, it is recommended to explore other moderating variables besides brand loyalty that can strengthen the relationship between restaurant atmosphere, menu variety, and promotion and customer revisit intention, such as customer satisfaction or trust. Finally, researchers can use a qualitative approach to gain a deeper perspective on what customers actually experience when eating at a restaurant.