

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

The conclusion of the study is as follows:

- a. Based on the first hypothesis test, the results show that the first hypothesis is accepted. This means that menu variation significantly affects purchase decisions at Ayam Goreng Kalasan Iskandar Muda Medan. Higher menu variation can lead to increased purchase decisions.
- b. In the second hypothesis test, the restaurant atmosphere also significantly affects purchase decisions. An improved restaurant atmosphere can enhance purchase decisions.
- c. The third hypothesis test confirms that the restaurant image has a significant impact on purchase decisions. A better restaurant image can boost purchase decisions.
- d. In the fourth hypothesis test, it is shown that menu variation, store atmosphere, and restaurant image together significantly influence purchase decisions. Increasing menu variation, restaurant atmosphere, and enhancing restaurant image can all contribute to higher purchase decisions.

#### **5.2 Recommendation**

Based on analysis of the research, the writer can provides recommendations as follows:

1. From the menu variation variable, it can be seen that the taste of the food and beverages at Ayam Goreng Kalasan Iskandar Muda Medan is not makes consumers interested in trying it again. To increase consumer interest in the taste of food and drinks in restaurants, several solutions can be implemented, including menu improvements and more attractive promotional strategies. Menu improvements can be done by offering a wider variety of menus, including healthy food options, vegetarian or vegan foods, foods with certain allergens, and foods from various regions or cultures and working with food influencers to promote restaurants and featured menus.
2. From the restaurant atmosphere variable, it can be seen that the air temperature inside the Ayam Goreng Kalasan Iskandar Muda Medan room cannot provide a more comfortable dining experience when consumers are there. To overcome this problem, lighting design can be done by using warm color temperature lamps (2700K-3000K) and dimming them when possible, for example for dinner or providing enough light to read the menu or do other activities. In addition, restaurants need to have a strong and consistent visual identity across all platforms, and share high-quality photos and videos that showcase the restaurant's dishes and atmosphere. In addition, telling stories about the origins of the restaurant, the ingredients used, or even behind-the-scenes stories can create an emotional attachment with customers.
3. From the brand image variable, it can be seen that the consumers still do not know that Ayam Goreng Kalasan Iskandar Muda Medan is a typical dish

from Kalasan, Yogyakarta which has been known for a long time in the city of Medan. To overcome consumers who do not know that the restaurant serves a typical dish is to increase strong branding through a unique name and logo, attractive visualization, telling the story of the restaurant or providing a different experience in your restaurant.

4. For future researchers who wish to research or continue this research, it is recommended to continue this research by looking for other variables, such as independent, mediating, and moderating, that can influence purchasing decision other than menu variation, restaurant atmosphere, and restaurant image, such as price, food quality and customer satisfaction.
5. One of the limitations of this study is that the respondents are less diverse because the questionnaires distributed were only taken from visitors to Ayam Goreng Kalasan Iskandar Muda Medan. In addition, it is hoped that further research will be able to expand the scope of its area, such as for similar companies engaged in the culinary field.