

BAB VI PENUTUP

A. Kesimpulan

Berdasarkan analisis teks dengan menerapkan pemodelan topik dengan menerapkan metode pemodelan topik beserta visualisasinya yang dilakukan oleh penulis, dapat disimpulkan bagaimana pandangan pelanggan terhadap restoran cepat saji tersebut sekaligus faktor pendorong pelanggan untuk melakukan pembelian pada restoran khususnya di masa pandemi. Faktor pendorong yang umum bagi pelanggan untuk melakukan pembelian adalah harga dan rasa makanan, lokasi tempat restoran, pelayanan oleh staf restoran, kondisi dalam restoran, dan keberadaan *brand ambassador* yang dapat menambah keinginan pelanggan untuk melakukan pembelian pada suatu restoran. Hasil analisis ini dapat menjadi masukan terhadap restoran cepat saji terkait untuk meningkatkan pelayanan kepada konsumen.

B. Saran

Dari penelitian yang dilakukan, penulis menemukan beberapa saran yang dapat berguna bagi penelitian analisis teks dengan menggunakan metode pemodelan topik, yaitu sebagai berikut:

1. Analisis teks ulasan pelanggan untuk menentukan faktor pendorong pelanggan melakukan transaksi juga dapat dilakukan pada bidang usaha selain restoran.
2. Agar dihasilkan analisis teks ulasan pelanggan dengan hasil yang lebih mudah diartikan, lebih baik melakukan analisis pada situs web atau forum yang difokuskan sebagai tempat pemberian ulasan.

3. Perlu adanya penelitian lebih lanjut untuk menentukan jumlah topik yang akan dianalisis agar ditemukan hasil yang baik.
4. Jika diperlukan validasi dengan menggunakan kuisioner, perlu diperhatikan bahwa penyebaran kuisioner harus mencakup wilayah yang luas dan mencakup seluruh kelompok dan kalangan masyarakat.



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