

CHAPTER V

CONCLUSION AND RECOMMENDATION

In this chapter, there will be conclusion of the paper, suggestion for the further, managerial implication and limitation of the research.

5.1 Conclusion

From the analysis and research about customer satisfaction and social activities towards to brand positioning in service sector of Lantai Bumi Coffee, the author concludes the main conclusion as follows :

5.1.1 The conclusion about the respondent's profile

1. The majority of the respondent is the respondent in the age range 24-30 years old with around 56 respondents (56%)
2. The total respondents is 100 respondents which male is 54 respondents (54%) and female is 46 respondents (46%).
3. The respondents who has been visited Lantai Bumi Coffee twice a day is 3 respondents (3%), once a day is 13 respondents (13%), twice until three times a week is 22 respondents (22%), once a week is 30 respondents (30%), and the respondents who rarely is 32 respondents (32%).

5.1.2 The conclusion about the hypothesis testing

1. H1 : Customer satisfaction has positive relationship towards brand positioning (**H1 Supported**).
2. H2 : Social activities has positive relationship towards brand positioning (**H2 Supported**).

5.2 Further Research

In this research, the objective is to analyse customer satisfaction and social activities towards to branding positioning in service sector of Lantai Bumi Coffee. The demographic variable that is use in this research is only age and gender. Future research can add more the demographic factors such as income and educational background, because the result could be different based on the income of each respondent. The independent variable that is used in this research is only customer satisfaction and social activities. Future research can add more the independent variables such as service quality and quality of the product, because that can create an impression in the mind of the consumer directly.

5.3 Managerial Implication

This research is discussing about customer satisfaction and social activities towards to branding positioning in service sector of Lantai Bumi Coffee. The result of this research can help companies to know their position in the market and customers mind. This study may also benefit to enrich people knowledge in

factors that may affect customer's satisfaction and social activities towards to brand positioning.

5.4 Limitation of the research

The online distribution of the questionnaires enables respondents who do not fit the criteria as valid respondents to fill in the questionnaires regardless of the filtering questions that the researcher addressed at the first place. The questionnaire were distributed to Indonesian citizens, therefore it has been translated from the original version (English). Thus, there might be meagre deviation between the meaning of the translated version and the original one.

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