CHAPTER 5
CONCLUSION AND DISCUSSION

5.1 Conclusion

Based on the result of research analysis and discussion in accordance with the puRpose of the research, the conclusion can be drawn as follows:

1. There is a positive influence between the product and customer satisfaction at Gyu-Kaku restaurant in Surabaya. Which means that the higher the quality of the product, the customer satisfaction will also increase

2. There is a positive influence between price and customer satisfaction on Gyu-Kaku restaurants in Surabaya. This means that the more suitable the price and product, the customer satisfaction will also increase

3. There is a positive influence between the place and customer satisfaction at Gyu-Kaku restaurant in Surabaya. This means that the more appropriate the decoration and strategy of the restaurant Gyu-Kaku is, the more satisfaction the customers will be

4. There is a positive influence between promotion and customer satisfaction on Gyu-Kaku Restaurant in Surabaya. This means that the more attractive promotions Gyu-Kaku restaurants provide, the customers will be more interested and satisfied with the experience they get.

5. There is a positive influence between products and brand loyalty on Gyu-Kaku restaurants in Surabaya. This means that the better the quality of products at Gyu-Kaku restaurant, the more loyal customers will be to Gyu-Kaku restaurant. And the customer will be sure to come back

6. There is a positive influence between price and brand loyalty at Gyu-Kaku restaurant in Surabaya. This means that the price meets the expectations and the products provided by Gyu-Kaku restaurant have the right price so customers will be more loyal to the Gyu-Kaku restaurant

7. There is a significant influence between place and brand loyalty at Gyu-Kaku restaurant in Surabaya. This means that the place meets the expectations provided by Gyu-Kaku restaurant.

8. There is a positive influence between promotion and brand loyalty at Gyu-Kaku restaurant in Surabaya. This means that the promotion meets the expectations and the promotion provided by Gyu-Kaku restaurant atract the customers and it makes customer be more loyal to the Gyu-Kaku restaurant

9. There is a positive influence between customer satisfaction and brand loyalty at Gyu-Kaku restaurant in Surabaya. This means that the customer satisfaction proves that customer satisfaction is a strong reason, when customer feel satisfy it will atract customer to be loyal to Gyu-Kaku restaurants.

5.2 Limitation

This research has been tried as much as possible so that good data will achieved, but after researcher processing the data it is still has limitations in research. In this study, researcher did not make data using the classic assumption test because the processed data were treated abnormally. Researchers have changed the data by removing extreme data but unfortunately the results still show the same thing, that the data is not normal. But what is displayed in the results of data analysis is the actual data that has been distributed to the respondents.

5.3 Suggestions

Based on the conclusion, there are some suggestions that can be considered For future researcheer and for management Gyu-Kaku restaurant.

1. **Academic Suggestions**

   a. For future researchers it is better if you add indicators for variables especially place so that it is expected to increase the percentage of success of the accepted hypothesis. And also please pay attention to the distribution of questionnaires. This is intended to avoid data abnormalities that will occur in the future.

b. This research has the lack some test assumption of not doing clasic assumption test analysis, future researchers can add clasic test assumptions to compleating the current research.

c. The futur researcher should pay attantion to the distribution of quistionnaire and using the off line way to avoid missunderstanding with the quistionnaire itself so the researher can also avoid the extremeness of the data.

2. Practical Suggestions

Gyu-Kaku restaurant management, according to the results of research conducted by researchers, with all accepted hypotheses, it is better if the addition of outlets, product quality improvement, additional promotions are planned so that they can attract more consumers and will improve existing outlets.

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