

## **CHAPTER 5**

### **CONCLUSIONS AND SUGGESTIONS**

#### **5.1. Conclusion**

1. Functional value doesn't influence satisfaction of the product at Agogo Restaurant in Surabaya. The influence is negative and insignificant. This proves that functional value can't increase the influence of satisfaction of the product at Agogo Restaurant in Surabaya
2. Price value doesn't influence satisfaction of the product at Agogo Restaurant in Surabaya. The influence is negative and insignificant. This proves that price value can't increase the influence of satisfaction of the product at Agogo Restaurant in Surabaya
3. Emotional value does influences satisfaction of the product at Agogo Restaurant in Surabaya. The influence is positive and significant. This proves that price value can increase the influence of satisfaction of the product at Agogo Restaurant in Surabaya
4. Satisfaction of the product does influences willingness to pay at Agogo Restaurant in Surabaya. The influence is positive and significant. This proves that satisfaction of the product can increase the influence of willingness to pay at Agogo Restaurant in Surabaya

#### **5.2 Limitations of research**

This research has been tried as much as possible, but there are still some limitations in the study including:

1. Who has the intention to take care of all people who have the intention to buy Agogo Restaurant is limited to the area of Surabaya City, so the results of this study can't be generalized in a wider scope.
2. Data collecting methods are by using a questionnaire, so that it would be better if interviewed by the method so that the results are more valid and more complete.

3. Research only examines the customer's perceived values to the satisfaction of the product to the willingness to pay. There are still many other factors that influence influences such as brand loyalty, brand innovation, quality and promotion of brand trust products.

### **5.3 Suggestions**

Based on the discussion of the research in this study, this study suggests several things as follows:

1. Practical Advice

- A. Suggestions for managing customer perceives values

Agogo Restaurant must understand the importance of maintaining loyal customers and quality of service. High emotional values means tight connection between loyal customers to the product or the brand.

- b. Suggestions for managing satisfaction of the product

Keeping the customers satisfy are by maintaining the quality and quantity as what already knew and loved, and by standardize all the service and culture of the company.

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