

## V. CONCLUSIONS AND SUGGESTIONS

### A. Conclusion

Based on the results of the study, the following conclusions can be drawn:

1. Revenue has a positive significant effect on the demand for bulk wheat flour by *gorengan* sellers.
2. The price of bulk wheat flour has negative significant effect on the demand for bulk wheat flour by *gorengan* sellers.
3. The price of cooking oil has negative significant effect on the demand for bulk wheat flour by *gorengan* sellers.
4. The price of packaged wheat flour has negative significant effect on the demand for bulk wheat flour by *gorengan* sellers.

### B. Implication

Based on the results of the analysis in this study, the author can purpose the following implications:

1. Revenue affects the demand for bulk wheat flour, this is because when revenue increases, the purchasing power of bulk wheat flour will also increase.
2. The price of bulk wheat flour does not affect the demand for bulk wheat flour, it shows the ups and downs in the price of bulk wheat flour traders will continue to buy according to their needs and bulk wheat flour is

one of the main ingredients in the fried food business. Indicate that price of bulk wheat flour has inelastic price

3. The price of cooking oil does not affect the demand for bulk wheat flour, it shows that cooking oil is not a complementary item of bulk wheat flour, because with the price change in cooking oil, traders will still buy bulk wheat flour according to their needs.
4. The price of packaged wheat flour does not affect the demand for bulk wheat flour, it shows that packaged wheat flour is not a substitute item of bulk wheat flour.

#### **C. Research Limitations**

One of the limitations of this study, is the limited sample size. A wider research location will make it easier to increase the sample size in the study. The independent variables used in this study are revenue, bulk wheat flour price, cooking oil price, and packaged wheat flour price. Therefore, it is recommended that future studies add other variables.