

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the results of the analysis and discussion that has been described in the previous chapter, the author can draw the following conclusions:

1. Firm age has a positive significant effect on the revenue of fried chicken business in North Purwokerto District.
2. Working hours have no significant effect on the revenue of fried chicken business in North Purwokerto District.
3. Business location has a positive significant effect on revenue of fried chicken business in North Purwokerto District.
4. Franchise has a significant effect on revenue of fried chicken business in North Purwokerto District.

B. Implication

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

1. The firm age affects the revenue of fried chicken business, this is because when a trader has a long business age, the trader has experience and ability in his business in order to increase the revenue. so that for chicken traders who want to start a fried chicken business or those who are already running, it would be better if they learned and improve their abilities through the internet, YouTube, and other digital information or

take part in skill development training in trading in order to improve skills and get new abilities. in addition, it also joins the existing fried chicken merchant association so that they can share their selling experiences and abilities with each other.

2. The working hours does not affect the revenue of fried chicken business, because even though traders use more working time due to the condition of the location where they trade, many competitors sell the same fried chicken. So, if a trader wants to get more revenue, they can extend the working hours or by holding a delivery order service at certain hours such as lunch or at other hours. However, working hours in the afternoon are quite promising because usually there are consumers who have just returned from work and bought products.
3. The business location affects the revenue of fried chicken business, this is because the strategic location of the fried chicken vendors with a high level of activity around it, so many consumers can easily reach and find the location of the fried chicken merchant.
4. The franchise affect the revenue of fried chicken business, this is because traders feel helped in running their business because the franchisor has provided raw materials, recipes, and assisted business management that makes it easier for traders to increase their revenue. However, traders who want to join the franchise are advised to prepare the fees paid to start the franchise as well as the fees paid periodically to the franchisor.

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 firm age, working hours, business location, and franchise. Therefore, it is recommended that future studies add other variables.

