

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the analysis that has been described in the previous chapter, it can be concluded that this study does not have a significant difference in the attributes that have been studied. There are other factors that are the reason for public spending.

B. Implication

Based on the results of the conclusions above as input, the researchers provide implications:

1. Socializing about BUMDes to the community so that people know what BUMDes is
2. In order to be able to compete with Modern Stores, BUMDes Stores must create a marketing strategy by increasing promotions to the community so that BUMDes Stores are known by the public.
3. The physical building at the BUMDes Store is needed so that it is easily seen by the public and increases consumer safety when shopping.

C. Research limitation

Based on the research process, some of the limitations experienced and can be a number of factors that can be considered again for future researchers in perfecting their research because this research itself certainly has shortcomings to continue to be improved in the future. Some of the limitations in the study are as follows:

1. In the data collection process, the information provided by the respondent through the questionnaire sometimes does not show the respondent's

actual opinion, this is because there are different thoughts and assumptions for each respondent.

2. Variables are still limited so that further research needs to be expanded.



