

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the results of previous research and discussion, it can be concluded that:

1. The variable price has a significant positive effect on the demand for angkringan service in Purwokerto. This shows that the increase in demand for angkringan food because the price increases, makes consumer demand increase.
2. The consumer income variable has a significant positive effect on the demand for angkringan service in Purwokerto. This means that the increasing income of angkringan consumers, the increasing demand for angkringan food.
3. The variable price of other goods has a significant negative effect on the demand for angkringan service in Purwokerto. This mean that the higher the price of complementary goods, the lower angkringan demand will be.
4. The distance variable has a significant negative effect on the demand for angkringan service in Purwokerto. This means that the farther the consumers location from the angkringan, the lower the demand for angkringan Purwokerto.
5. The variable profession has a significant negative effect on the demand for angkringan service in Purwokerto. This mean that the higher the profession, the lower angkringan demand will be.

6. The results of the elasticity on the demand for angkringan service in Purwokerto with the type of elasticity being inelastic ($E < 1$).

B. Implication

Based on the conclusions above, the implications that can be drawn are as follows:

1. The results of the study show that the price of angkringan has a positive effect on demand. Therefore, the average angkringan consumers in Purwokerto City is to always buy angkringan because it tastes good and healthy compared to ordinary food stalls. The variable prices, consumer income, prices of other goods, distance and profession has a significant effect. The community's reasons for angkringan caused the good taste of 52.08%, a large portion 20.83% close to the home or work or boarding house of 11.43% and a cheap price 15.636%
2. Consumer income, and the prices of other goods, have a positive effect on the demand for angkringan service in Purwokerto. This means that the higher the consumer's income and the higher the price of other goods, the higher the demand for angkringan. Therefore, to maintain the high demand for food in angkringan, entrepreneurs must consider the price of similar goods.
3. The results of the study show that the distance between the location of the consumer and the angkringan has a negative effect on demand. Therefore, increase the number of demand, angkringan entrepreneurs

are expected to determine the distance of the angkringan, so to increase the demand for angkringan. The people of Purwokerto preferred places to eat that were closer to their location at that time, because after all that food was a primary need, consumers did not really consider their tastes, while the distance was close to a consumer. Consumers will choose a closer distance to consume.

C. Research Limitations

This research has limitations, namely the independent variables used only consist of five variables including price, consumer income, price of other goods, distance and profession. The questionnaire method was used to collect data in this research, which means that there is a possibility of false data in this research due to respondents filling out the questionnaire dishonestly. While in the further research, recommended to add other independent variables so that the independent variables have an even higher influence in subsequent research.