

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the determinants of demand for indomie stalls in the Grendeng village, the results are that:

1. Based on the results of the (partial) T test that has been carried out, it results that the price variable and the residence status variable have a negative influence on the demand for indomie shop services. Then there is the income variable that has a positive influence on the demand for Indomie shop services, and for the gender variable and has no effect on the demand for Indomie shop services.
2. Based on the results of the F test (simultaneous) as a whole that the variables price, income, gender, and status of residence have a significant influence on the demand for indomie stall service variables, because the significant value of the f test is $0.00 < 0.05$ and the value of f table is $12,590 < 1,542$ f count .

B. Implications

Based on the conclusions that have been explained, it is proven that the price variable has a negative effect on the demand for indomie stall services in the Grendeng village. This proves that price perception is quite important in the demand for indomie stall services in the Grendeng village. The income variable has a positive effect on the demand for indomie stall services, if consumer income increases it will also affect the demand for indomie shop services. In addition, the residence status variable also has a negative effect between the residence status

variable and the demand for indomie stall services in the Grendeng sub-district. This proves that the status of residence, especially in the Grendeng sub-district, has a negative influence on the demand for indomie shop services in the Grendeng sub-district.

C. Research Limitations

There are several limitations experienced by researchers in the research process that might affect the research results, namely:

1. There are limitations to research time, and the ability of researchers.
2. There were respondents who did not understand the statements on the questionnaire and were also honest in filling out the questionnaire so that the results were inaccurate.
3. The conclusions drawn based on the acquisition of data analysis, it is hoped that there will be further researchers, regarding the determinants of demand for indomie stalls using different research methods, wider samples and different research instruments