

V. CONCLUSION AND IMPLICATIONS

A. Conclusion

1. Servicescape has a positive effect on brand image. This means that when a restaurant setting the restaurant with a unique concept and attractive will certainly affect the restaurant's brand image in the minds of consumers.
2. Self-image has positive effect on the brand image. Its mean the image that is owned by Dapoer Prambanan Restaurant through forming the servicescape congruent with his target consumers it is a young seems fit with the self-image of its consumer is young that is proved by the results of the hypothesis testing that self-image congruity has positive effect on brand image.
3. Brand image has positive effects on brand loyalty. This means that when a brand has a good image of course it will cause a good impression in the minds of consumers.
4. Servicescape has not a positive effect on brand loyalty.it si mean that in the restaurant industry not only servicescape factors are considered in getting the satisfaction of consumers in the future expected to give rise to behavior of consumers loyal to Dapoer Prambanan Restaurant, another factor considered by consumers is prices comparable with quality obtained, the taste of food when consumers get a good taste of a food according to her tastes then it will very likely consumers will come back to the restaurant and become a loyal customer.

5. Self-image has positive effects on brand loyalty. That is when there suitability between character and self-image of consumers towards a brand, it is certain that consumers will use the product continuously and even become a loyal customer.
6. Brand image positively mediate the effect of servicescape on brand loyalty.

This means that when servicescape created by entrepreneurs are very unique and interesting restaurant will create its own image in the minds of consumers depend on the packaging carried out by the entrepreneur if the packaging are made to make the image that entrepreneur want in the minds of consumers. When the image of a brand has a positive results in the minds of consumers is certainly right to make consumers believe that the product has a good quality so that consumers will choose the product and will buy continuously.

7. Brand image positively mediate the effect of self-image on brand loyalty. That is a lack of suitability between the image of a brand with the image of the consumer it will be the loyalty, generally people will choose and purchase a product if there a suitability between the self-image and brand image.

B. Implication

1. Managerial Implication

As empirical research, the results of this study can be used by the management of Dapoer Prambanan Restaurant as consideration to improve their marketing strategies by increasing servicescape, brand image, and can further

improve the self-image held in the image and character of the target its consumer is young people, so hopefully if it is considered to be able to increase the loyalty of consumers. There are several ways that the company can do to increase the loyalty of consumers, as follow:

- a. Improving the quality, both of product or service provided, because the consumer is still have concept that consumer is king where consumers want the best products and service, to increase product Management of Dapoer Prambanan Restaurant needs to increase the variety of the menu with the taste and trends foods that are popular both food local or non-local, increasing the flavor should also be considered because the consumer is the executor of the food served by Dapoer Prambanan Restaurant when consumers feel something good from these foods, it could be possible the consumer will come back again. improving the service by educating a restaurant waiter to be able to provide service that is quick and responsive, able to explain the menu well and also improve the friendlienes of waiters.
- b. Enhance brand image Dapoer Prambanan Restaurant to be easily recognizable by consumers, now Dapoer Prambanan rely servicescape they had as towing consumers to come to the restaurant, considering that through servicescape they had different from restaurant more able to attract consumers to come and create the image itself for Dapoer Prambanan, needs to be improved and evaluated to make the comfort of consumers, such as the arrangement of a comfortable space, providing interior design and exterior more can approach

the concept promoted, repainting the walls of the restaurant to make it look fresh, lighting enough, and enhance the smell more fresh and good that has not been felt by the consumer where it is becoming one of the elements servicescape.

- c. Consumer self-image as one determinant of the consumer in the selection and purchase of a product or service needs to be considered by Dapoer Prambanan Restaurant in improving its strategy. In addition, consumers are also very sensitive to the price, consumers are always compared to the money they spent as with what would be obtained, then in this case the price should be considered and adapted to their target consumer, young to the specified price affordable for consumers it is young and not ignore the quality and quantity of the products and services provided.

2. Suggestion

Based on the research, suggested for further research:

- a. Using or adding independent variable with its other variables such as price, quality of service, and word of mouth
- b. Using either reference journals and literature to be more complete and that further research about servicescape can be developed.in order to continue to enhance the brand loyalty of customers, the marketing of Dapoer Prambanan Restaurant need to prioritize various policies regarding servicescape, self-image congruity and brand image. The way to do that is by arranging or designing the physical environment of the restaurant in such

a way so as to attract and influence the emotional as well as a positive response from the target customer, providing products and services which is in accordance with the self-image of the target consumer and continue to provide the product performance and excellent service in order to enhance the positive image of the restaurant in the eyes of consumers.

