

## CHAPTER V CONCLUSIONS AND IMPLICATIONS

### A. Conclusions

Based on the analysis and discussion in Chapter IV, the following conclusions can be drawn:

1. The price of Mixue has a negative and significant effect on the demand for Mixue in Purwokerto with an elasticity value of -0.584. This is in accordance with the law of demand, whereby an increase in the price of Mixue will lead to a decrease in demand. The demand for Mixue is inelastic with respect to price.
2. The price of substitute beverages has a negative effect (-0.174) on the demand for Mixue in Purwokerto. The negative sign indicates that the two items are complementary, not substitutes for each other. However, the significance value of 0.183 ( $>0.05$ ) shows that changes in the price of substitute beverages do not have a significant effect on the demand for Mixue in Purwokerto.
3. Consumer income has a positive (0.257) and significant effect on the demand for Mixue in Purwokerto. Mixue is classified as a normal good.
4. The distance from home to Mixue outlets has a negative (-0.315) and significant effect on Mixue demand in Purwokerto.
5. All variables in the regression model simultaneously have a significant effect on Mixue demand in Purwokerto. This is proven

by the F-test results, which indicate that the regression model as a whole is suitable for explaining the relationship between variables.

6. The regression model has an Adjusted  $R^2$  value of 0.279, meaning the model can only explain approximately 27.9% of the variation in Mixue demand, while the remaining variation is influenced by factors outside the model, such as consumer preferences, promotions, trends, service quality, etc.

## **B. Implications**

Based on the above conclusions, this study has the following implications.

1. This study can provide franchisors with an overview of how Mixue demand forms in Purwokerto. Franchisors can use consumer behavior data to assess market potential and guide business development in similar local areas. The findings can also help franchisors ensure that their policies match consumer demand, including purchasing power and consumption patterns in Purwokerto.
2. This research can serve as a basis for franchisees in understanding demand conditions in their operational area, namely Purwokerto. Franchisees can maintain prices at a level that is acceptable to consumers and ensure that access to outlets supports the purchasing process. Additionally, understanding the purchasing power of the community can help franchisees adjust their sales activities to keep

pace with changes in the local economic conditions in the Purwokerto area.

### **C. Research Limitations**

In conducting this study, several limitations needed to be considered, as follows.

1. Limited access to distributing questionnaires at outlets

At the time of data collection, several outlets did not permit the survey to be conducted. This condition limited the observation locations so that the sample distribution could not represent all outlets in the Purwokerto area.

2. Cross-sectional data used

The data in this study were collected in a specific time period, so it cannot represent changes in consumer behaviour over time.

