CHAPTER V
CONCLUSION

A. Conclusion

Based on the discussion of research result it can be concluded as follows:

1. Service quality has a positive effect on customer satisfaction at Red Chili Restaurant.
2. Restaurant environment has a positive effect on customer satisfaction at Red Chili Restaurant.
3. Perceived value has a positive effect on customer satisfaction at Red Chili Restaurant.
4. Customer satisfaction has a positive effect on customer loyalty at Red Chili Restaurant.

B. Implication

1. Managerial Implication

As empirical research, the results of this study can be used by the management of Red Chili Restaurant to pay attention about service quality, restaurant environment and perceived value as consideration to increase their customer satisfaction. In addittion, to increase the loyalty of consumers then the company must increasing customer satisfaction.

There are several ways that the company can do to increasing customer satisfaction by increasing service quality, as follows:

a. Employees at red chili restaurant maintain and improve how to look good and clean.

b. Maintain the quality and quantity or portion of cuisine in accordance with consumer desires.

c. The management of Red Chili Restaurant, has better prepare employees when the restaurant crowded, where there are many customers so that the number of visitors does not affect the speed of service as desired by visitor.

d. Employees in Red Chile Restaurant provided with the ability to understand the menus presented by the restaurant so that employees themselves have confidence when customers need information from customers.

e. Red Chili restaurant management need to improving and training the staff in interacting and responding to customer problems.

There are several ways that the company can do to increasing customer satisfaction by increasing restaurant environment, as follows:

a. Considering through the environment they already have be better able to attract consumers to come,provides good interior and exterior designthat can approach the concept so consumers are not bored with the old interior design.

b. Create spatial and functionality layout so that it can serve customers well that impacts the efficiency of service operations and establishes the customer experience.
c. Red Chili Restaurant signboard has an attractive design and can be seen clearly even from a distance.
d. Red Chili management arranges good lighting, both inside and outside the restaurant.
e. The use of colors that is relevant to the target market because indirectly, colors can help express the desired relationship with the customer.
f. Music can have a great impact on perceptions and behaviors in service situations. Pay attention to the tempo, volume, and harmony is felt thoroughly, and its impact on internal responses and behaviors is confronted with customer characteristics.
g. Pay attention to the presence of aroma can have a major impact on customers' moods when going to eat.
h. Provide adequate parking facilities and maintain cleanliness in the parking area.

There are several ways that the company can do to increasing customer satisfaction by increasing perceived value, as follows:

a. Improving the impression of product and service at Red Chili is good considering this is very influential on customer satisfaction, then the products and services provided need to be improved.

b. Maintain the quality of food served in fresh condition. Both in terms of freshness, appearance and taste.
c. Red Chili Restaurant management communicates the benefits of each product provided by Red Chili and should be added to the menu list. This is to convince customers that the menu served by Red Chili has a certain quality so customers don’t mind to the price of each menu served by Red Chili Restaurants.