

## V. CONCLUSIONS AND IMPLICATIONS

### A. Conclusion

From the result of the research about the influence of food & beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention of Level Up Purwokerto the author conclude that:

- 1) Food & beverages quality has a positive influence on customer satisfaction of the customers of Level Up Purwokerto, meaning that customers felt high satisfaction on food & beverages of Level Up Purwokerto.
- 2) Service quality has a positive influence on customer satisfaction of the customers of Level Up Purwokerto, meaning that customers felt high satisfaction on service of Level Up Purwokerto.
- 3) Place has no significant influence on customer satisfaction of customers of Level Up Purwokerto, meaning that the place of Level Up Purwokerto did not have significant influence against the customers satisfaction.
- 4) Perceived price has a positive influence on customer satisfaction of customers of Level Up Purwokerto, meaning that customers felt high satisfaction on perceived price of Level Up Purwokerto.
- 5) Customer satisfaction has a positive influence on repurchase intention of customers of Level Up Purwokerto, meaning that customers felt high satisfaction so that the intention to repurchase is high.

## **B. Implication**

As an effort to increase the customer satisfaction, management of Level Up Purwokerto needs to make priority on food & beverages quality, service quality and perceived price. Management of Level Up Purwokerto have to improve and maintain their performance, especially for their chef to maintain the quality of food, so that always be delicious and consistent for the customers, and also their waiters and others employee, have to serve the consumer well, and maintain the courtesy and hospitality that has been considered good by consumers. Then, to improve the perception of customer about place, management of Level Up Purwokerto needs to make priority on place. The ways can be done by improve the parking lot of Level Up Purwokerto, make more clear and bigger direction in the side of Stadion Mini Street, improve the security staff around the Level Up especially at night, and improve the lightning outside the Level Up, especially in the alley. Furthermore, as an effort to increase the consumers repurchase intention, management of Level Up Purwokerto needs to make priority on customer satisfaction. The ways can be done by offering and selling the foods & beverages with high quality based on the customers' preference, improve the consumers' experience with foods & beverages of Level Up Purwokerto, always increase the service quality based on customers' needs and wants, always follow up the consumer complaints quickly and accurately, set the price of foods & beverages that the affordable,

suitability and favorable price, and always make innovations in food or drink, service, or new facilities to complement and attract visitors to come and return.

Refers to the limitations of this study, further research need to choose and add the other independent variables (for example perceived value and store atmosphere variables). If possible in theory and practice, further research may develop the research model by using the moderator variable (for example promotion, brand image and word of mouth). Further research also need to choose and add the number of respondents that in practically can be implemented the probability sampling method and using the other methods of data collection, such as interview and observation.