

## **V. CONCLUSIONS AND IMPLICATIONS**

### **A. Conclusion**

based on the results of this research that has been discussed, the conclusion can be stated as follows :

1. the physical environment including music, lighting, temperature, exterior and interior decoration, design, and layout, and also color of furniture matches with color of wall and floor is the highest score are positively influence consumer pleasure that consumer feel pleasant as the highest score.
2. the physical environment including music, lighting, temperature, exterior and interior decoration, design, and layout, and also color of furniture matches with color of wall and floor is the highest score are positively influence consumer arousal that consumer feel stimulated as the highest score.
3. Efficiency, competency, and friendly communication of the server, and also the thorough of the server when handling consumer is the highest score in service encounter indicator that important factors have a positive influence to consumer pleasure that consumer feel pleasant as the highest score.
4. Efficiency, competency, and friendly communication of the server, and also the thorough of the server when handling consumer is the highest score in service encounter indicator that important

factors have a positive influence to consumer arousal that consumer feel stimulated as the highest score of indicator.

5. consumer pleasure that consumer feel pleasant as the highest score have a positive influence to consumer perceived service quality that the service station provided quality service as the highest score.
6. Consumer arousal that consumer feel stimulated as the highest score have a positive influence to consumer perceived service quality that the service station provided quality service as the highest score.
7. Consumer perceived service quality that the service station provided quality service as the highest score have a positive influence to consumer satisfaction that consumer feel satisfy toward the restaurant services as the highest score.

## **B. Implication**

As an effort to create and increase the consumers' positive emotion, management of Warunk Upnormal Purwokerto needs to make priority on servicescape and service encounter. The organization have to consider about create the exciting design and atmosphere by always maintaining a clean, coloring the store and playing the music in accordance with the clientele targeted, offering and selling the foods & beverages with high quality based on the customers' preference, improve the consumers' experience with foods & beverages of Warunk Upnormal Purwokerto, always increase the service encounter based on customers' needs and wants, and follow up the consumer

complaints quickly and accurately. As an effort to increase the consumers' perceived service quality, management of Warunk Upnormal Purwokerto needs to make priority on consumers' emotion (pleasure and arousal). Furthermore, as an effort to increase the consumers' consumer satisfaction, management of Warunk Upnormal Purwokerto needs to make priority on perceived service quality.

Refers to the limitations of this study, further research need to choose and add the other independent variables such as food quality and price. If possible in theory and practice, further research may develop the research model by using the moderator variable such as consumer evaluation . Further research also need to choose and add the number of respondents that in practically can be implemented using the other methods of data collection, such as interview and observation, this methods may make the result more accurate.