5.4. Keterbatasan Penelitian

Penelitian ini dilakukan dengan beberapa keterbatasan dan kelemahan sebagai berikut : Alat analisis belum memberikan kontribusi yang sempurna. Variabel yang digunakan, hanya memberikan kontribusi sebesar 58,2%. Berarti sangat mungkin masih ada variabel lain yang juga mempengaruhi kinerja franchisee.

5.5. Agenda Penelitian Mendatang

Hasil-hasil dalam penelitian ini dan keterbatasan-keterbatasan yang ditemukan agar dapat dijadikan sumber ide dan masukan bagi pengembangan penelitian ini dimasa yang akan datang, maka perluasan yang disarankan dari penelitian ini antara lain adalah: menambah variabel independen yang mempengaruhi kinerja franchisee. Variabel yang disarankan adalah: motivasi entrepreneurship, kualitas pramuniaga dan sebagainya. Selain itu indikator penelitian yang digunakan dalam penelitian ini hendaknya diperinci untuk dapat menggambarkan bagaimana strategi yang dijalankan dan target yang ditetapkan perusahaan dalam meningkatkan kinerja franchisee.

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Frequencies
Frequency Table