

CHAPTER IV

CONCLUSION

4.1 Conclusion

Reflecting on the findings of the research, it can be concluded that:

1. The insights from the first hypothesis test show that there is a positive and significant influence between Product Quality and Customer Satisfaction. These results indicate that the better the Product Quality, the more satisfied customers will be with Wotish Cafe Jakarta.
2. The insights from the second hypothesis test show that there is a positive and significant influence between Service Quality and Customer Satisfaction. These results indicate that the better the quality of service of a place, the better the impression of people/communities who visit Wotish Cafe.
3. The insights from the third hypothesis test show that there is a positive and significant influence between Product Quality and Customer Loyalty. The better and tastier the products provided and served, the greater the desire to continue visiting Wotish Cafe, and the more loyal the community or people who visit Wotish Cafe will be.
4. The insights from the fourth hypothesis test show that there is a positive and significant influence between Service Quality and Customer Loyalty. The image of Wotish Cafe will be better and better known among the public if the Quality of Service provided is in accordance with or even exceeds the expectations of visitors.

5. The insights from the fifth Hypothesis test show that there is a positive and significant influence between Customer Satisfaction and Customer Loyalty. The more satisfied the customer, the more the number of customers who visit will increase and even make Wotish Cafe a "Stopover Place" because of the sense of Loyalty of the people who visit
6. The insights from the sixth hypothesis test show that there is a positive and significant indirect influence between Product Quality and Customer Loyalty Revisit through Customer Satisfaction as an intervening variable. This means that Customer Satisfaction as an intervening variable can influence the relationship between the two. so that if the better the Quality of the Product provided, the public will be satisfied with Wotish Cafe
7. The insights from the seventh hypothesis test in this study show that there is a positive and significant indirect influence between service quality and Customer Loyalty through Customer Satisfaction as an intervening variable, meaning that Customer Satisfaction as an intervening variable can influence the relationship between the two. So if the level of service quality provided by the Barista and Server Wotish Cafe is getting better, it will encourage Customers to be more satisfied with Wotish Cafe

4.2 Suggestions

Based on The outcomes of this investigation, there are several suggestions that can be conveyed by the researcher, including the following:

1. The hope of this study is that it can be used as a form of simple evaluation to improve aspects that are considered still need to be improved by the Wotish Cafe management and marketing team, for example by improving the quality of service provided to Wotish Cafe Customers such as using a soft voice when customers order a menu, getting to know and interacting with customers, or improving the taste of food such as adding spices to make food more savory, reduce the sweetness level in coffee and non-coffee drinks that use sugar or other sweets to the drinks.
2. Based on the characteristics of respondents who discussed how often people from various circles visit Wotish Cafe, those who visit Wotish Cafe more than 5 times a month have a percentage of 0%. From here Wotish Cafe can improve the Quality of Service and facilities such as increase the speed of the wifi and provide small fans for customers when the weather is hot. The facility that is provided by Wotish Cafe can increase the interest of visitors to visit Wotish Cafe more often than before.
3. Based on the recapitulation of respondents' perceptions regarding product quality, one of the indicators stating that "I can enjoy the coffee beans used to make the coffee menu at Wotish Cafe" has the lowest average. Therefore, Wotish Cafe is expected to improve the quality of coffee beans so that it can be enjoyed by visitors.

4. Based on the recapitulation of respondents regarding service quality, one of the indicators stating that "Food/drink orders that are ordered arrive on time and do not take too long to wait" has the lowest average. Therefore, Wotish Cafe is expected to shorten the delivery time of food and drinks ordered by visitors.
5. Based on the recapitulation of respondents regarding Customer Loyalty, one of the indicators stating that "I recommend my friends to visit Wotish Cafe" has the lowest score compared to other questions. Wotish Cafe is a comfortable coffee shop, but it needs to be improved in terms of marketing to increase the number of visitors. Such as "Buy 2 get one free for visitors who bring friends" so that visitors recommend Wotish Cafe more often to friends or relatives.