

## **BAB 6**

### **KESIMPULAN DAN SARAN**

#### **6.1 Kesimpulan**

Dari hasil penelitian diatas, responden yang berkunjung ke Humanity Coffee lebih didominasi pria dibanding wanita dengan rata – rata usia 15 – 30 tahun dan lebih didominasi pegawai dengan berpenghasilan rata – rata < 2.000.000 per bulan. Responden yang datang lebih banyak berasal dari Bandung, karena letak Humanity Coffee ada di Bandung. Hasil kesimpulan penelitian ini adalah customer satisfaction yang paling berpengaruh terhadap brand image karena dilihat hasil penelitian bab 5 memuat point penting yaitu:

- Pelanggan puas dengan rasa kopi yang ada di Humanity Coffee
- Pelanggan puas dengan keseluruhan pelayanan
- Pelanggan puas dengan harga kopinya
- Pelanggan puas dengan suasana Humanity Coffee

#### **6.2 Saran**

Berdasarkan hasil penelitian dan kesimpulan diatas, Humanity Coffee harus melakukan perbaikan sebagai berikut:

- *Coffee shop* di Bandung banyak bermunculan, sehingga Humanity Coffee harus punya gambaran yang berbeda dengan *coffee shop* lain.
- Kompetensi dan pengetahuan tentang *coffee shop* harus dipelajari oleh Humanity Coffee. Tujuannya agar karyawan dan pihak *coffee shop* dapat mengetahui bisnis kopi.

- Untuk mengusung konsep, perlu observasi yang banyak agar membentuk konsep coffee shop yang berbeda dengan yang lain.
- Menu pada *coffee shop* harus ada perbaharui karena ada beberapa makanan di menu sudah tidak ada.

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