

BAB V

KESIMPULAN DAN SARAN

Pada bab ini dibahas mengenai kesimpulan dan saran dari penelitian yang sudah dilakukan. Kesimpulan dan saran ditujukan bagi penelitian selanjutnya dan juga pemilik bisnis untuk kelangsungan dan kemajuan bisnisnya.

V.1 Kesimpulan

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa kesimpulan yang dapat diambil dari penelitian ini yaitu:

1. Kriteria pemilihan mitra untuk Baso Tjia adalah karakteristik mitra, kemampuan pengetahuan pemasaran, aset tidak berwujud, kemampuan yang mendukung, harga, jaminan, dan lokasi.
2. Prioritas alternatif mitra berdasarkan ANP dengan urutan pertama yaitu Segar Fresh Market, yang disusul oleh Porkymie, Pasar Basalamah, Mie Medan Corner 45, dan Mie Rica Feng Fu. Prioritas tersebut didapatkan dengan pengolahan kuesioner yang telah diisi oleh pemilik bisnis dengan mempertimbangkan kriteria dan subkriteria sehingga hasil penentuannya dapat digunakan oleh pemilik bisnis.

V.2 Saran

Berikut adalah saran dari hasil penelitian untuk penelitian selanjutnya dan pemilik bisnis

1. Untuk mencegah kesalahan pengisian kuesioner, penelitian ANP selanjutnya diharapkan dapat menekankan kepada pengisi kuesioner mengenai definisi setiap kriteria dan subkriteria.
2. Bagi pemilik bisnis, disarankan agar melaksanakan langkah-langkah yang harus dilakukan selanjutnya agar kerjasama dapat langsung terjalin.
3. Bagi pemilik bisnis, disarankan mengikuti hasil prioritas mitra dalam bekerja sama karena sudah sesuai dengan kriteria yang diinginkan oleh pemilik bisnis.

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