

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the writer would like to make some conclusions and give suggestions based on the analysis and interpretation for the further research.

5.1 Conclusion

This research purpose is to know about Customers' perception towards menu written in English in *enak-enak* cafe. Based on the data obtained from the questionnaires that were distributed by the writer in Enak-enak cafe Pekalongan, it can be concluded that:

1. Based on respondents' response about menu written in English in *enak-enak* cafe, menu written in English is categorized as positive because the mean of all total data is 3.53. This means that the respondents had positive perception on menu written in English.
2. General responses from respondents are positive. However Some statements were responded negatively by the respondent. In short, the respondents tend to regard menu written in English as prestigious but they do not put it as giving significant influence to their buying behavior. The results might be affected by the fact that the writer's cafe is in a small town where Indonesian language dominates the conversation and English is still rarely user

The result of this research could be used as a consideration for bussiness owners or other researchers to study more about

consument perception towards menu written in English. English can be good tool to attract people in business but in some cases it might be just not advantageous enough, depending on the setting of place.

5.2 Suggestion

Because the writer's business is in small town, the customers' perception towards english is considered not as good as it is in a big city because the netizens in writer's town still use Indonesian and local language to communicate since their childhood and english is still minority.

For further research, it is better to do researches in big cities where people are already open minded and English has become everyday communication. The writer hopes that the study can be used as a reference by other researchers to improve the study on customer's perception.

