

CHAPTER 5

CONCLUSION

5.1 Conclusion

Based on the data analysis in chapter 4, it can be concluded that the customers tend to be neutral on the statements in the questionnaire as the average mean is around three. However, it can be seen that for some items, the participants agree that bilingual menus restaurant is modern and make them proud when they eat there. Although they agree that the food is expensive, they feel comfortable and make them get interested to eat there. This is supported by the result of interview with the owners. They believe that the bilingual menus makes their customers get interested to come and they use bilingual menus as it can help the customers, especially their foreigners. In general they believe that the use of bilingual menus give positive impacts on their restaurants.

5.2. Suggestion

As this study is conducted by distributing to 40 customers, the results cannot be made to generalize the customers' opinions. Therefore, a further study can be done with bigger number of respondents. Besides, seeing the social background of the customers will give better description on the use of bilingual menus.