

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 CONCLUSION

The questionnaires were distributed to find the customer's feedback and expectations on Banaran Coffee Shop during the Covid-19 pandemic. It is expected that some of the important information from the customer's point of view can be obtained from the customer's responses. Based on the data analysis, several points can be concluded. First, the statement related to the product in Banaran Coffee and Arts. In this study, the data analysis shows that there is not any problem related to the product, starting from the serving size, the correlation between customer tastes and the taste of drinks or food, and the variants of the drinks and the food offered in the menu. Second, the question regarded the price that shows the correlation between the purchasing power of customers and the product. The existence of the COVID-19 pandemic has influenced the economic growth and the purchasing power of the community, in this study the result of data analysis infer that the price of the products is still within the reach of the purchasing power of the community, especially for students. The third point is the questionnaire about the people. In this section, the workers' performance is getting a positive response from the customers. Apart from worker performance, the customer also feels that the implementation of the COVID-19 health protocol is good enough.

The last point that gets a positive response from the customers is the statement related to the physical evidence element. The location, environment, and atmosphere of a cafe that resembles a home could make the customers enjoy, feel relaxed, and feel comfortable. The facilities provided are also the important factors to attract the customers to come back to Banaran Coffee and Arts. An environment that is designed for various purposes such as work, does the school assignments, relaxing, or a place to hold company meetings are the plus points to attract the customer's interests.

However, although the statements on products, price, people, and the location and facilities receive positive responses from the customers, there are some weaknesses that need to be fixed. One of them is promotion. In this element, Banaran Coffee and Arts gets a negative response from the customers. Promotions that are done either through digital marketing or traditional marketing are still not widely known by the customers. It is very unfortunate, considering that nowadays the business is still in the middle of the covid-19 pandemic and one of the most effective ways to promote a business is social media. The next one is the delivery-order system. The system enables customers to order from home and receive the products at home. The response to this statement is negative because Banaran Coffee and Arts' advantageous attraction is in its environment, atmosphere and scenery.

5.2 SUGGESTIONS

In this study, the writer discusses the customer feedback and expectations on Banaran Coffee Shop during the Covid-19 Pandemic. The element that needs to be evaluated and improved is the promotion. Therefore, the writer recommends further researchers to study the promotion of Banaran Coffee and Arts to find out the best way to promote the coffee shop. The promotion can contains the information about Banaran Coffee is not only the product is affordable to buy and the test is yummy but also about that Banaran Coffee and Arts is a safe place to visit because Banaran coffee was implementing the covid-19 protocol and the scenery is beautiful. In this promotion Banaran Coffee and Arts also can up to date the ongoing promotion.

