

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The conclusions are the shorten version that answers the problem research. And answering it, the marketing mix that occurs at Chatime Outlet is based on the results of observations and interviews are relevant. In the Marketing Mix analysis, the focus of the product is the variety of products and the quality of the taste of the product. The results obtained are that on the product analysis, Chatime products are varied and have a good taste quality. In the price section, the price given by Chatime's side is in accordance with the item received. Then proceed with the promotion, it is attractive and easily accessible to Chatime buyers. At the place or location of Chatime in Central Park Mall, it is strategic and easy to reach. Then in people analysis, what was analyzed was Chatime's own employee. Through observation and interviews, Chatime employees have worked effectively and efficiently, which also correlates with the next discussion of marketing mix, process. The process that occurred at Chatime, from the beginning of the transaction until the buyer received the product, has been going very well and efficiently. The last part of the Marketing Mix analysis is physical evidence, which is the packaging in Chatime. The packaging in Chatime is still fairly standard, yet has its own uniqueness.

In the next part, which is the Purchasing Decision, there are 4 factors that influence namely Cultural Factors, Social Factors, Personal Factors and Psychological Factors. All these factors influence the decision to purchase Chatime drinks. Cultural factors such as geographical location, surrounding culture all affect the location of buyers buying Chatime, Chatime buyers located in Central Park Mall are mostly millennials who do have a fairly consumptive culture. Then on social factors, many of the chatime buyers buy the product because of the influence of the social environment such as friendship and family. The third on personal factors comes from lifestyle influences. Many of the

Chatime buyers have a consumptive lifestyle, this is driven by one of them with the income earned by each individual. Then the last is a psychological factor, which comes from within the individual. Motivation that comes from oneself such as needs and desires.

In this Chatime analysis there is a correlation and continuity between the Marketing Mix and the Purchasing Decision as a basis for purchasing Chatime's products. So it can be concluded that the Marketing Mix really influences the Purchasing Decision.

5.2 Recommendation

Based on the results of the Analysis of Marketing Mix 7P and Analysis the Effect of Pruchasing Decision on Chatime Outlet Central Park Mall West Jakarta, it's safe to say that the research is not perfect yet. The data needs to stay updated, and another conducted research would be sufficient for a better more accurate results. A different approach on achieving the best research result would be worth the try in finding the analysis both Marketing Mix and Purchasing Decision. In short, the author thinks that it is somewhat necessary to conduct a deeper research for this final thesis.