

Chapter IV

CONCLUSION

The promotion is an important tool in marketing the product. Restaurants, which have the complete product, such as food, beverages and service, have to consider about this situation. Before deciding what **kind** of promotion that is suitable for the certain company, it is better to consider about **its** Strength, Weaknesses, Opportunity, and Threats. Because by considering all of those, the company is able to find the appropriate marketing strategies due to the real situation.

All of the questionnaires' correspondence from the tour operators can be used as a tool to measure the performance of "Restaurant **and** Brasserie, de Kelderhof". Here are the names of the tour operators that are recommended by the manager of '•Restaurant and Brasserie, de Kelderhof:

1. Beuk Incoming
2. Canal Bike. Amsterdam
3. Canal Bus.. Amsterdam
4. Holland International Destination Management
5. ITB. Amsterdam
6. Keytours Holland
7. Partners in Travel. Amsterdam

The conclusion, ^hich is stated here, is trying to answer the entire research question based on the questionnaires filled by the tour operators.

Table 1: The Most Important Factor in Choosing "Restaurant and Brasserie, "de Kelderhof

	Aspects	Excellent	Good	Satisfactory	Poor	No responds	Total
A	Location	3	2	2	1	0	7
B	Standard of service	1	6	0	0	0	7
C	Hospitality of the staff	1	5	1	0	0	7
D	Value of money	1	6	0	0	0	7

From table 1, the writers conclude that the location of "Restaurant and Brasserie, de Kelderhof is strategic although a little bit difficult to be reached by coach. Most of the tour operators give good remark in standard of service, it means that they are satisfied with the service of the service personnel. Hospitality of the staff is also the important factor for the tour operators in choosing the restaurant for their clients. If the service and also the hospitality of the staff are good, they can be a good value for the restaurant itself. Beside those factors above, there is also another factor which makes "Restaurant and Brasserie, de Kelderhof" is seen as a suitable place among the tour operators. "Restaurant and Brasserie, De Kelderhof offers the group menu by giving more choices for the tour operators to decide what they want for their clients based on their budget. The variety of menu is also an attractive point for the tour operators.

Table 2: Restaurant Product

	Aspects	Excellent	Good	Satisfactory	Poor	No responds	Total
A	Quality of food	1	6	0	0	0	7
B	Quality of drinks	0	7	0	0	0	7
C	Menu variety	1	6	0	0	0	7
D	Quantify of food	0	7	0	0	u	7
E	Quantity of drinks	0	7	0	0	0	7
F	Speed of service	1	4	2	0	0	7

In general, most of the tour operators are satisfied with the product of "Restaurant and Brasserie, de Kelderhof. About quality food and be\erages, all of them give good remark.

Menu variety is also good because there are 6 different set menus, which also have a good selection of menu in a reasonable price. Quantity of food and beverages are good. In the speed of service 57,14% claim it is good and 14,29% claim it is excellent but there is also 28.57% claiming that the speed of service is only satisfactory. This can happen due to the limited number of staffs. Besides that the time of arrival also influence the speed of service. The group who come in a busy evening, especially in the weekend, should wait a little bit longer because there are also many walk-in

guests or any other group. But the writers believe that the sendee personnel and the kitchen personnel are not in purpose to make the guests wait for any longer.

Table 3: Restaurant Rooms

	Aspects	Excellent	Good	Satisfactory	Poor	No responds	Total
a	Capacity	0	5	2	0	0	7
b	Cleanliness	0	6	1	0	0	7
c	Interior & decoration	0	6	1	0	0	7
d	Atmosphere	0	6	1	0	0	7

Based on the questionnaires, the restaurant capacity, according to 7] ,43% tour operators is good because it can be occupied more than 100 people and the restaurant which has a large capacity is rarely found in Amsterdam. So if there is a big group, "Restaurant and Brasserie, de Kelderhof" is the first name in the tour operators' mind. It is also product knowledge for the tour operators. About the cleanliness, interior and decoration, and also the atmosphere, around 85,71% of the tour operators give good remark. Most of the tour operators agree those factors are also important for them in choosing a restaurant. The cleanliness, interior and decoration, and also atmosphere connect with the first image of the restaurant itself.

Table 4: Restaurant Appearance

	Aspects	Excellent	Good	Satisfactory	Poor	No responds	Total
a	Building	1	2	2	0	2	7
b	Entrance	0	3	1	0	2	7
c	Overall impression	0	6	1	0	0	7
d	Accessibility	2	1	4	0	0	7

Analyzing about the restaurant appearance, the writers find that there is a unique phenomenon in the reply of the tour operators. About the restaurant building, 28,57% give a good remark which is the same as the tour operators who give a satisfactory and no- response. Then the number of the tour operators who give an excellent remark is 14,29%. Then about the entrance, 42,86% of the tour operators give a good remark, 14,29% give a satisfactory remark but there is also 28,57% give

a no- response answer. Even in some aspects there are no- respond answer but in general an overall impression of "Restaurant and Brasserie, de Kelderhof" is good. Around 85,71% of the respondents agree that the overall impression is good and "catchy" because it has a Mediterranean style. Moreover, an open bar at the entrance is also attractive. While waiting for the table, the guests can sit and have the beverages there. The accessibility is also the important aspect for the tour operators. 14,29% say that the location of "Restaurant and Brasserie, de Kelderhof" is excellent. On the contrary, 57,14% claim that the accessibility is satisfactory. Eventhough it is in the heart of Amsterdam but the limited of restaurant's sign makes it a little bit difficult to find its exact position.

Table 5: Restaurant Facilities

	Aspects	Excellent	Good	Satisfactory	Poor	No responds	Total
a	Parking area	0	0	1	4	2	7
b	Live music	2	3	0	0	2	7

The weak point of "Restaurant and Brasserie, de Kelderhof" based on the reply of the questionnaires is parking area. 57,14% of respondents say that the problem is when they come with a car or coach, it is quite difficult for them to find the parking area. Beside that, a coach can not pass the restaurant. So they have to park and walk to the "Restaurant and Brasserie, de Kelderhof".

There is a live music that performs South American songs. This is also the good attractive point for the tour operators' clients. Almost 42,86% agree that the live music is a good amusement for the guests while enjoying their meal at "Restaurant and Brasserie, de Kelderhof". It is an outstanding characteristic because not every restaurant has it.

Table 6: Contact with "Restaurant and Brasserie, de Kelderhof"

	Means	Number
a	Internet	0
b	Direct to the restaurant	3

c	Recommendation by relatives	0
d	Central information service/fair	0
e	Others	4
	Total	7

From the questionnaires, the writers find that Internet is not used to get in contact between "Restaurant and Brasserie, de Kelderhof" and the tour operators. Generally, the tour operators use to come to the restaurant, meet the manager or the supervisor who is in charge in that day then discuss about the menu and any other things which connect with their reservation.

Personal visit that has been done by the manager is also the way to get in contact with the restaurant. This method is a kind of personal approach to keep and maintain the good relationship between the producer, in this case is "Restaurant and Brasserie, de Kelderhof, and the customer, in this case is the tour operators. By building a good partnership, it is easier for both of them to know what they want, what they need, and also what their expectation is.

Table 7: Kind of the Group

	Type of group	Number
a	Holiday	4
b {	Business	7
c	Incentive	7
d	Others	3

Most of the tour operators' clients are businessmen or businesswomen. They come in a congress, meeting, and conference and also because of incentive. Incentive is an annual program of a certain company to treat its employees by holding a dinner together and it is a kind of the appraisal for the employees. Then the second ranks are tourists. Especially in the spring and the summer seasons, number of the guests who come for holiday is getting bigger and bigger.

By knowing me kind of the group the writers assume that it will be easier for the restaurant and the tour operators to decide what is suitable for the group. Each of

the groups has their own characteristic. For example , most of the business groups ignore the value of money as long as they get what they expect and they get satisfaction in it.

On the other hand, people who come as tourists will consider more about the value of money and they will compare it with another restaurant. If they find with the same amount of money they will get more in another restaurant, they will choose the restaurant, which can fulfill more of their expectation.

The number of promotion that is done by the management "Restaurant and Brasserie, de Kelderhof" is getting higher every year. The promotional activities are not only for individual guests but also for the tour operators. Besides that, the kinds of media are more complete. From the sales report, the management claims there is an increasing sales volume in "Restaurant and Brasserie, de Kelderhof. The increasing of the number of guests also influence the money that is earned by "Restaurant and Brasserie, de Kelderhof. It means there is more profit that has been gained. So the writers can say that the promotion has an impact to increase the sales volume at "Restaurant and Brasserie, de Kelderhof

The writers assume if the management of "Restaurant and Brasserie, de Kelderhof keeps doing a promotional activity like right now, it can get more and more profit in the future. It is because "Restaurant and Brasserie, de Kelderhof has its own market and is known as one of the good restaurants in Amsterdam, not only because of the food but also the service and the competitive price. A personal approach that is done by the manager also supports the other promotional activities of "Restaurant and Brasserie, de Kelderhof.

Based on the writers' observation, the management of "Restaurant and Brasserie, de Kelderhof has done good promotional activities. By doing good promotional activities, the management hopes that it can increase the sales volume in "Restaurant and Brasserie, de Kelderhof. About the barriers in doing promotional activities, the manager of "Restaurant and Brasserie, de Kelderhof says there are no difficulties. If there is a special request from the tour operator that "Restaurant and Brasserie, de Kelderhof can not fulfill; the manager does not hesitate to reject it. For

example, when there is a certain tour operator asks for holding a breakfast at 7.00 in the morning, the manager will say that it is impossible because the miss en place will be very early in the morning and there is no staff for doing that. However, the flexibility of the management of "Restaurant and Brasserie, de Kelderhof" is always implemented while handling the request of the tour operators in order to maintain its performance among them. Fortunately, the tour operator understands about this matter and it will not disturb their good relationship since many years ago. Due to the good relationships that have been built since many years ago, the promotional that has been done by the management of "Restaurant and Brasserie, de Kelderhof" does not face many difficulties. Both of the parties have understood what they want and need each other. Based on the understanding, all the promotional activities from "Restaurant and Brasserie, de Kelderhof" always get a good respect from the tour operators.

The explanation above makes the writers conclude that there is an influence of the promotion "Restaurant and Brasserie, de Kelderhof" to increase the sales volume. The management of "Restaurant and Brasserie, de Kelderhof" claims that there is an increase number of the guests who come to the restaurant.

Chapter V

SUGGESTION

After doing an analysis, based on the observation, the interviews with the management "Restaurant and Brasserie, de Kelderhof" and the questionnaires distributed to the tour operators, the writers have some suggestions due to the condition above.

These are some suggestions about doing promotion in Restaurant and Brasserie, de Kelderhof:

1. The personal approach between the manager "Restaurant and Brasserie, de Kelderhof and the tour operators, like a personal visit, must be kept and done regularly in order to know the customers' needs, wants and also to measure the customers' satisfaction.
- 2 The entire data and information in the Internet about "Restaurant and Brasserie, de Kelderhof must be up- dated regularly, especially about the menus. It will gi\ e sufficient and up- to- date information to the customers.
3. The management "'Restaurant and Brasserie, de Kelderhof should provide the questionnaires to each the tour leader who comes and brings the groups. This questionnaire will help the management "Restaurant and Brasserie, de Kelderhof to measure its performance after giving service to a certain group.
4. The media of promotion must be added. Promotional activities by radio and press media, such as magazine and newspapers, should give more information (hat "Restaurant and Brasserie, de Kelderhof also has a special menu for the group.
5. The after sales service is also a good way to be done by the management of "'Restaurant and Brasserie, de Kelderhof. The management should make a call to the group who have just arrived and had lunch or dinner in "Restaurant and Brasserie, de Kelderhof. By knowing their experience, the management can take an action immediately if there is a complaint about the service, the food or anything which connect to their experience.

In general, all the promotional activities of "Restaurant and Brasserie, de Kelderhof" are good based on the writers' analysis and the reply of the questionnaires. Eventhough the limited parking area is the weak point of "Restaurant and Brasserie, de Kelderhof; there are still some aspects that can be promoted as additional values.

The management "Restaurant and Brasserie, De Kelderhof, claims the promotional activities increase the number of the guests who have come. It means there is also an increase in sales volume.