

CHAPTER IV

CONCLUSIONS AND RECOMMENDATIONS

A. CONCLUSIONS

The following conclusion is based upon the information gathered and combined through literature study, research and questionnaires analysing, experience and knowledge in this period of time.

Marketing in general can be define as a process of planning and carry out the conception, pricing, promotion, and distribution of ideas, goods and services to satisfy individual and organizational wants and needs. This process is also planning for tomorrow and next year as well.

To make marketing work out, a company must find and understand more about the factors that effecting demand for product and services. Therefore, marketing communication should be learned and applied in the business because marketing communication provide information, create demand, communicate value and product uniqueness, close the sale, and build loyal customer relationship.

Several marketing communication 's tools that can be choose and apply to gain loyal customer are advertising, sales promotion, public relation, personal selling, direct marketing, event sponsorship, packaging and cause marketing.

Before applying one or more marketing tools mentioned above in the industry, and in this case is service industry, understanding the characteristic of service in very important to do at the first place. There are five main service characteristics when designing marketing programme: *intangibility, variability, perish ability, and lack of ownership.*

Because of that five characteristic, service marketer should stimulate word of mouth communication because service is *intangibility, it cannot be touch or feel before it was bought*. The way to stimulate is by motivating customers to try its service and satisfied them. When they are satisfied, they could be encouraged to recommend its services to peers and friends.

Service also have *variability characteristic*, therefore it is important to run a training to standardize the service product and the quality of the service. To evaluate it company can check customers' satisfaction regularly through suggestions and complaint system or customer surveys.

Using marketing communication can help company to manage their sales because it attempts to encourage consumers to use the service offered in a more predictable pattern. For example the theme buffet by Moy Fa Restaurant, customers can give reaction that they are going to come by doing the first thing: reservation, like suggested by the marketer.

Reservation systems can help to manage the demand level, so the company can hire part-time employees to serve peak demand, decorating and prepare everything needed efficiently, because it is already predicted.

Direct mail is a part of direct marketing in the marketing communication. As mentioned before Direct Marketing Association (DMA) redefined direct marketing as an interactive system of marketing, which uses one or more advertising media to affect a measurable response and/or transaction at any location.

Moy Fa Restaurant has choosing Direct Mail as the marketing tool to advertise the product and service. The reason is that it is more personal and direct because people like to have a special attention, and also want to be reminded about something that they really interested in. By doing Direct Mail, Moy Fa also can

something that they really interested in. By doing Direct Mail, Moy Fa also can advertised, not only theme buffet but also other information about closing day or other events, so every regular customers would not be disappointed and always informed in advance about other activity which is held by Moy Fa Restaurant.

Not only giving attention to the regular customers, Moy Fa Restaurant, like any other businesses, who always want to have more customers, Moy Fa also use newspaper (ZVA) to advertised the products.

However, hospitality industry is always changes depends not only upon the need and wants of the customers, trends, but also situation and condition of the company itself, being flexible and adaptable of the changes can help the company to survive in its business.

B. RECOMMENDATIONS

Some recommendations that the writer try offer to hospitality industry, especially for Moy Fa Restaurant are:

- » It is worth to keep doing the direct mail, even though the result sometimes cannot be seen in advance but somehow, the feeling of acceptance and welcomed will bring customer to come back at any time.
- » Maintaining a good quality of service and product are important to support the marketing itself because, they always connected to each other.
- » Regularly doing checking of customer satisfaction. The writer thinks that it is necessary because from the questionnaires, it can be seen that not everybody likes to continue the direct mail, for the customers they can feel listened by the company and for the company, can reduce expenses for advertising.

Suggestions of checking customer satisfaction:

Adding one sentence in the letter to ask whether they like to continue or not, if the answer is no, they can give information by calling to Moy Fa Restaurant, without giving any reasons.

If there is a regular customer who is never coming back again, try to find out the reasons by calling; maybe there are problems that can be solved together. Regular customer might not always give a big income but a loyal customer is more precious.

- » Maintain the accuracy of direct mail database; any changes in address, name or family situation (like somebody past away or divorce) should be managed immediately.
- » Standardized the paper, once using a paper with logo of the company, keep on using it to avoid any questions and predictions from the customers, but everything depends on the conclusion regarding to any circumstances and condition.