

## **CHAPTER IV**

### **CONCLUSION AND SUGGESTIONS**

#### **IV.1. Conclusion**

It is very important for a store to create a good atmosphere. Atmosphere is one main key for a store to create uniqueness. There are four key factors that create atmosphere. They are exterior, general interior, interior display, and store layout.

According to the identifications stated in the Chapter I, I would like to say that XXX Cell's atmosphere performance ranges between neutral and agree criteria. The atmosphere elements are not significantly different among one another, only the interior display and store layout range in the agree stage.

Atmosphere elements are important to one another, they are interconnected. Traders may not pay attention to store exterior or store atmosphere. However, according to the customers' opinion, XXX Cell atmosphere elements are important, so, in other words, all atmosphere elements are needed to create a uniqueness to the store itself.

Based on the Visitors' Profile table (Chapter 3, page 12), 31 visitors are between 16 – 23 years old. They most likely are students, and their monthly expenses are about Rp. 0 – Rp. 999,999.- From the data, the message which should be displayed is a product whose price is about Rp. 0 – Rp. 999,999.- while the message related or connected with those who between 16 – 23 years old is, for example, buy one mobile phone and get one free ticket watching at cinema.

#### **IV.2. Suggestion**

Even though the data shows that XXX Cell's atmosphere elements do not have much significant difference between one elements and another, still XXX Cell should improve its atmosphere. Based on the data, half of respondents have neutral opinion about XXX Cell's exterior and general interior, and half other agree that XXX Cell interior display and store layout are good. According to their opinion, XXX Cell should improve its store atmosphere. To improve its atmosphere, XXX Cell can use posters, banners, others store attributes, and clean the computer sets.