

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research analyses the impact of Website Quality, Service Quality and Visual Merchandising on Impulsive Buying mediated by the Urge to Buy Impulsively in Zalora in Surabaya. Based on the results of the research and discussion using Structural Equation Modelling (SEM) by Partial Least Square (PLS) software, it is concluded that:

1. Website Quality positively and significantly impacts the customers' urge to buy impulsively. Thus, the first hypothesis which states that website quality has an impact on customers' urge to buy impulsively is accepted.
2. Service Quality positively and significantly impacts the customers' urge to buy impulsively. Thus, the second hypothesis which states that service quality has an impact on customers' urge to buy impulsively is accepted.
3. Visual Merchandising positively and significantly impacts the customers' urge to buy impulsively. Thus, the third hypothesis which states that visual merchandising has an impact on the customers' urge to buy impulsively.
4. The Urge to Buy Impulsively positively and significantly impacts the customers' impulsive buying. Thus, the fourth and last

hypothesis which states that the urge to buy impulsively has an impact on the customers' impulsive buying is accepted.

5.2 Limitations of the Research

One of the limitation in this research is that the respondents gathered for this research generally comes from the age group of 17 – 25, thus it might have different results if the respondents would be spread out from all of the age group.

5.3 Suggestions

Based on the conclusions drawn above, a few recommendations and suggestion can be pointed out to be taken into consideration by Zalora and also other e-retailers.

5.3.1 Suggestions for Academic Use

1. For further study, it is recommended to research more into Impulsive Behaviour with additional variables involved as the majority of the respondents involved is of the age group of 17 – 25.
2. The research can also be broadened into several websites or marketplaces instead of just one for comparison tests.

5.3.2 Suggestions for Practical Use

1. Based on the results of the data gathered in this research, it shows how positive and significant the impact of website quality, service quality and visual merchandising on the urge to buy impulsively

and also impulsive buying. This proves that Zalora's website has managed well in attracting the customers' interests which allow the customers to shop at the customers' own pace while pushing products at the customers in case the customers decide to buy them.

This information provides Zalora to manage their website to be the simplest, trustworthy but interesting website which will attract the customers' interests. On the other hand, Zalora can also improve upon the weakest factors from the descriptive statistics data gathered, which are: having a fairly simple and easy website, being a trustworthy website, and improving the location of the Point of Purchase (POP).

Zalora can improve their website by making it simpler yet more interactive for the customers to navigate around their website, whereas for their POP, Zalora can make it a point that a customer would not need to scroll down to see Zalora's POP when checking out their shopping cart.

2. The data gathered in this research also proves that visitors of websites, especially e-retailers and marketplaces are attracted to simple yet fun things in the website. A website can also force the visitors to navigate through their website with the help of signs, colours, and attractive and quality photos.

REFERENCES

- Ariely, D., (2000). "Controlling the information flow: effects on customers' decision making and preferences", *Journal of Consumer Research*
- ASEANUP, (August 2018). <https://aseanup.com/top-e-commerce-sites-indonesia/>
- Badgaiyan, A., J. and Verma, Anshul, (2015). "Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors", *Journal of Retailing and Consumer Services*
- Barnes, S., Liu, K., & Vidgen, R., (2001). "Evaluating WAP news sites: the WebQual/mapproach", *Proceedings of the Ninth European Conference on Information Systems*
- Barnes, S., & Vidgen, R., (2000). "WebQual: an exploration of Web site quality", *Eighth European Conference on Information Systems*.
- Barnes, S., & Vidgen, R., (2002). "An integrative approach to the assessment of ecommerce quality", *Journal of Electronic Commerce Research*
- Bourlakis, M., Papagiannidis, S. and Fox, H., (2008). "E-consumer behaviour: Past, present and future trajectories of an evolving retail revolution", *International Journal of E-Business Research*
- Butler, Patrick and Peppard, Joe, (1998). "Consumer Purchasing on the Internet: Processes and Prospects", *Cranfield School of Management*
- Cheung, C. M. K., Chan, G. W. W. and Limayem, M., (2005). "A critical review of online consumer behavior: Empirical research", *Journal of Electronic Commerce in Organizations*

- Dabholkar, P. A., Thorpe, D. I., Rentz, J. O., (1996), "A Measure of Service Quality for Retail Stores: Scale Development and Validation." *Journal of the Academy of Marketing Science*
- Das, Sarit Prava and Das, Shatabdi S., (2015). "Impact of Visual Merchandising on Consumer's Impulse Buying Behaviour", *The International Journal of Business & Management*
- Davis, F. D., (1989), "*Perceived usefulness, perceived ease of use, and user acceptance of information technology*", *MIS Quarterly*
- DeLone, W. H., & McLean, E., (1992), "Information systems success: The quest for the dependent variable." *Information Systems Research*
- DetikInet, (August 2018). <https://inet.detik.com/cyberlife/d-3793019/persaingan-e-commerce-indonesia-di-2017-siapa-terpopuler>
- Devi, S., (2015), "Impulse Buying Behaviour – The Game Play of Emotions not Cognition." *EPRA International Journal of Economic and Business Review*
- DMR: Business Statistics, (February 2018). <https://expandedramblings.com/index.php/business-directory/24358/zalora-stats-facts/>
- Durianto, D., Sugiarto, and Sitinjak, T., (2001). "*Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*", Jakarta: PT Gramedia Pustaka Utama
- Eroglu, S.A, Machleit, K.A and Davis, L. M., (2001). "Atmospheric qualities of online retailing: A conceptual model and implications"
- Fisher, R. J., (1993). "Social Desirability Bias and the Validity of Indirect Questioning", *Journal of Consumer Research*
- Gao, X., (2013). "The influence of mobile website quality on consumer satisfaction and behavior"

- Ghozali, I. and Latan, H., (2015). *“Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 untuk Penelitian Empiris.”* Universitas Diponegoro Bandung
- Horrigan, J. B., (2008). “Online shopping: Internet users like the convenience but worry about the security of their financial information”, *Pew Internet and American Life Project*
- Kacen, J. J. and J. A. Lee, (2002). "The Influence of Culture on Consumer Impulsive Buying Behavior", *Journal of Consumer Psychology*
- KOMINFO, (November 2017). Ministry of Communication and Information Indonesia, <https://www.kominfo.go.id/>
- Koufaris, M, (2002). “Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behaviour”, *Information System Research*
- Kuncoro, M., (2009). *“Metode Riset Untuk Bisnis & Ekonomi”*, Jakarta: Erlangga
- Kuo, T., Lu, I. Y. and Wu, G. C., (2005). “Measuring users’ perceived portal service quality – an empirical study”, *Total Quality Management*
- Madhavaram, S., R. and Laverie, D., A., (2004). “Exploring Impulse Purchasing on the Internet”, *Association for Consumer Research*
- Muruganatham, G. and Bhakat, R. S., (2013). “A Review of Impulse Buying Behaviour”, *International Journal of Marketing Studies*
- Parboteeah, D., V., (2005). “A Model of Online Impulse Buying: An Empirical Study”, *Washington State University*
- Rook, D. W. and R. J. Fisher, (1995). "Normative Influences on Impulsive Buying", *Journal of Consumer Research*
- Parasuraman, A., Berry, L.L., Zeithaml, V.A., (1988), “SERVQUAL: A Multiple-item scale for measuring consumer perceptions of service quality.” *Journal of Retailing*

- Ullakonoja, J., (2011). "The Effects of Retail Design on Customer Perceived Value"
- Wells, J. D., Parboteeah, V. and Valacich, J. S., (2011). "Online impulse buying: Understanding the interplay between consumer impulsiveness and website quality", *Journal of the Association for Information System*
- Wolfenbanger, Mary and Gilly, Mary, (2001). "Shopping Online for Freedom, Control and Fun"
- Yamin and Kurniawan, (2009). "*Structural Equation Modeling*", Jakarta: Salemba Infotek
- Zeithaml, V.A., Parasurman, A. & Malhotra, A., (2002). "Service quality delivery through web site: a critical review of extant knowledge", *Journal of the Academy of Marketing Science*
- Zhu, L., (2009). "*Effective Visual Merchandising in Fashion Retailing*".