

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of analysis and discussion about the effect of e-service quality through mediation of e-satisfaction toward e-loyalty on Grab-Food users in Surabaya, East Java, using Structural Equation Modelling (SEM), the conclusion can be illustrated as follows:

1. The first hypothesis that stated e-service quality has a positive and significant impact on e-satisfaction is accepted. This shows that by establishing considerable e-service quality, Grab-Food can maintain the e-satisfaction through the implications of certain criteria such as information quality, application design, payment method and security and privacy.
2. The second hypothesis that stated e-satisfaction has a positive and significant impact on loyalty is accepted. This concludes that when customers are satisfied, they can build loyalty based on the particular company, which is Grab-Food.
3. The third hypothesis that stated e-service quality has a positive and significant impact on e-loyalty is accepted. This concludes that when customers get a good quality of e-service, they can build loyalty based on the particular company, which is Grab-Food.
4. The fourth hypothesis that stated e-satisfaction as a mediator influences significantly the relationship between e-service quality and e-loyalty is accepted which explained that e-satisfaction is a significant mediator between e-service quality and e-loyalty. The hypothesis is proven by the statement that the direct effect of e-service quality to e- satisfaction as hypothesis 1, and the e-satisfaction to the e-loyalty as hypothesis 2 are significant.

5.2 Limitations of Research

The limitations in this research include the result of normality test which does not follow the normal distribution function. Consequently, the result of this research can only be used for this research only. Also, this research used 150 samples only with the majority are university student. The results will ultimately be different if more and different samples are used or normalize data using several process such as data transformation. For further research, certain indicators can be used to measure variables more precisely.

5.3 Suggestions

Based on the conclusion shown in section 5.1, several recommendations can be given in the form of suggestions that can be taken into consideration for Grab-Food management and next academic researchers:

5.3.1 Academic Suggestion

1. For future study, an additional variable would be a great idea to be included in the next research. Variable such as perceived quality can be included in the research. Therefore, researcher to be able to get a better understanding on the impacts of customer's satisfaction regarding the services being offered. In addition, further research can develop a more comprehensive model to examine electronic e-service quality of food delivery services based on the moderation of age for instance.
2. For future study, it will be advantageous if the sample size is larger than 150 people, and the focus shift on Grab-Food's competitors such as Go-Food. An increase in the number of respondents would be recommended to provide better results as food delivery application has been used by Indonesians since years ago, especially in a very modernized and densely populated city such as Surabaya and Jakarta.

3. This study is limited because majority of samples were university students or working millennials. Furthermore, the result does not represent the whole population of the users of mobile transportation application. Future research may divide proportion of samples properly based on research's object.

5.3.2 Practical Suggestion

1. Table 4.7 shows how the e-service quality of Grab-Food is overall agreeable, according to customers. But, the lowest mean in the indicator is 4.013 with the statement "The application uses a good colour combination" so it would be great if Grab-Food make a better colour combination. Psychology said that good colour combination will improve appetite and for company that run on food delivery service, improve customer's appetite mean improve chance of order.
2. For the variables of E-satisfaction and E-loyalty, Grab-Food should keep innovating in terms of big data analytics and algorithm because if they really expert about those things, Grab-Food could understand well every customer's personal needs. When the application can understand each personal needs of its customers, people will keep using Grab-Food in the future as they are assumed to have genuinely satisfying experience with Grab-Food.
3. Currently, Grab-Food try to give a better e-service quality by opening Grab Kitchen. Therefore, the management of Grab-Food should continue exploring opportunities of new services that has not been offered yet in Indonesia.

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