

CHAPTER 5

CONCLUSION, LIMITATION, AND SUGGESTION

5.1 Conclusion

Based on the results of testing the hypothesis in this research, it can be concluded as follows:

1. Web Design has positive and significant effect on Customer Satisfaction. The better of Web Design, will significantly increase Customer Satisfaction at Tiket.com in Surabaya. Tiket.com always maintains web design to make it easier for customers in doing their payment. Thus, the first hypothesis which states that Web Design give impact on Customer Satisfaction is accepted.
2. Security has positive and significant effect on Customer Satisfaction. The better of Security, will significantly increase Customer Satisfaction at Tiket.com in Surabaya. Tiket.com always maintains protection of privacy and personal data of their customer so they can feel safe in making transactions at Tiket.com. Thus, the second hypothesis which states that Security give impact on Customer Satisfaction is accepted.
3. E-Service Quality has positive and significant effect on Customer Satisfaction. The better of E-Service Quality, will significantly increase Customer Satisfaction at Tiket.com in Surabaya. Tiket.com always increase their service quality so every purchases become easier, effective, and uncomplicated. Thus, the third hypothesis which states that E-Service Quality give impact on Customer Satisfaction is accepted.
4. Information Quality has positive and significant effect on Customer Satisfaction. The better of Information Quality, will significantly increase Customer Satisfaction at Tiket.com in Surabaya. Tiket.com presents information neatly and in a structured, and make sure all of the information are up-to-date, reliable, accurate, clear, and complete.

Thus, the fourth hypothesis which states that Information Quality give impact on Customer Satisfaction is accepted.

5. Customer Satisfaction has positive and significant effect on E-Loyalty. The better of Customer Satisfaction, will significantly increase E-Loyalty at Tiket.com in Surabaya. Tiket.com always tries to provide the best so that customers feel satisfied, the more satisfied a customer is, the more loyal they are. Thus, the fifth hypothesis which states that Customer Satisfaction give impact on E-Loyalty is accepted.
6. In this study, researchers can see the results of indirect effects between variables and shows that Web Design, Security, E-Service Quality, and Information Quality have an impact on E-Loyalty through Customer Satisfaction.

5.2 Suggestions

Based on the results and conclusions from this study, the following suggestions can be given:

5.2.1 Academic Suggestions

1. For future study, researcher is suggested to expand the research sample because the users of Tiket.com are not only those who domiciled in Surabaya.
2. For future study, researcher is suggested to do research deeply because the results of the study said that the Web Design (WC) is the dominant variable where the customer characteristic when buying tickets is utilitarian, which is more concerned with information quality rather than the display of a website that reflects hedonic characteristics.

5.2.2 Practical Suggestions

1. In descriptive statistic of Web Design, the highest mean score is about layout on the web or application that is attractive. Therefore, the suggestion is that Tiket.com needs to continue sustainably to improve layouts on the web and applications so can attract more customers.

2. In descriptive statistic of Security, the highest mean score is about a sense of customer privacy is protected. Therefore, the suggestion is that Tiket.com needs to enhance customer privacy so that customers can feel safe when making transactions.
3. In descriptive statistic of E-Service Quality, the highest mean score is about the speed of e-tickets received. Therefore, the suggestion is that Tiket.com needs to continue sustainably to increase the speed of receive e-ticket.
4. In descriptive statistic of Information Quality, the highest mean score is about accurate information. Therefore, the suggestion is that Tiket.com needs to continue sustainably to increase the quality of information provided.
5. In descriptive statistic of Customer Satisfaction, the highest mean score is about Tiket.com provides value according to customer expectations. Therefore, the suggestion is that Tiket.com needs to make a market research to increase the value as customer expect.

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