

Chapter 5

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results of research and discussion are used in accordance with the purpose of the hypothesis, some conclusions can be concluded such as follows:

1. Product Quality impact on Online Buying Behavior. This indicates that Product Quality plays an important role in Online Buying Behavior in Periplus.com. with a good Product Quality that can make consumer always satisfied.
2. Price impact on Online Buying Behavior. This indicates that Price plays an important role in Online Buying Behavior in Periplus.com. with a good and low Price of the product in Periplus.com, it can improve the Online Buying Behavior in Periplus.com.
3. e-Service Quality impact on Online Buying Behavior. This indicates that Service Quality plays an important role in Online Buying Behavior in Periplus.com. with a good Service Quality from Peripus.com that can make consumer always satisfied an can improve the Online Buying Behavior in Periplus.com.

5.2. Suggestion

Based on the conclusion, it can be given a number of recommendations in the form of suggestions that can be taken into considerations as follows:

5.2.1 Suggestion for Academic

1. For the next research, it is better to add more independent variables such as Security, Web Design and perceived value, which is also affecting the Consumer Online Buying Behavior as the dependent variable.
2. The next research should also increase the number of the Respondents and city, so it will include more diversity

5.2.2 Suggestion for Practitioners

1. Retailers who engaged in imports products especially Book, should pay more attention about the price that they offers to the customers. Retailers must arrange an affordable price so it can attract more customers.
2. Since Periplus has a good image on customer's minds, the company must pay attention to both Price and Service Quality to maintain the good image of Periplus that has been built.
3. Consumer Online Buying Behavior in Periplus.com at Surabaya is also good means that all indicators shows a good criterion and consumer say agree, because people in Surabaya know that Periplus.com is the place when they wants to buy an import books because the Price is cheaper than the other online store.

REFERENCE

- Aaker, David A. and Donald E. Bruzzone (1981), "Viewer Perceptions of Prime-Time Advertising," *Journal of Advertising Research*, 21 (October) 15-23.
- Aaker, David A. and Donald E. Bruzzone (1985), "Causes of Irritation in Advertising," *Journal of Marketing*, 49 (Spring), 47-57.
- Abedniya, A. (2011). "The Impact of Country of Origin and Ethnocentrism as Major Dimensions In Consumer Purchasing Behavior in Fashion Industry", *European Journal of Economics, Finance and Administrative Sciences*, ISSN 1450-2275.
- Alex, D., 'Impact of Product Quality, Service Quality and Contextual Experience on Consumer Perceived Value and Future Buying Intentions', 3 (30)
- Agarwal, Sheetal D., et al. "A Model of Crowd Enabled Organization: Theory and Methods for Understanding the Role of Twitter in the Occupy Protests." *International Journal of Communication* 8 (2014): 27.
- Azadavar, R., Shahbazi, D., &Teimouri, E. (2011). 'The Role of Security as a Customer Perception of Customers' Online Purchasing Behavior, International Conference on Software and Computer Applications IPCSIT, 9.
- Azwar, S. (2012). "Penyusunan skala psikolog Yogyakarta": Pustaka Pelajar.
- Azwar, S. (2006). "Sikap Manusia Teori dan Pengukurannya", adisi 2, Yogyakarta : Pustaka Pelajar.
- Ba, S. and Johansson, W.C. (2008) "An exploratory study of the impact of e-service process on online customer satisfaction", *Production & Operations Management*, Vol. 17, No. 1, pp.107-119.

- Budiaji, W. (2013). *“Skala Pengukuran dan Jumlah Respon Skala Likert”*. Jurnal Ilmu Pertanian dan Perikanan 2 (2)
- Butcher, K., (2001), *‘Evaluative and Relational Influences on Service Loyalty’*, *International Journal of Service Industry Management*, 12(4), 310-327.
- Caruana, A., (2002), *‘Service Loyalty. The Effects of Service Quality and The Mediating Role of Customer Satisfaction’*. *European Journal of Marketing*, 36 (7/8), 811-828.
- Chiu, C. M., Lin, H.Y., Sun, S. Y. and Hsu, M. H. (2009), *‘Understanding Customers’* loyalty intentions towards online shopping: an integration of technology acceptance model and fairness theory”, *Behavior & Information Technology*, Vol. 28 No. 4, pp. 347 60. In EBSCOhost (OUM digital collection)
- Chun sun Leung, Matha Wai- yin Fung, (1996) *"Assessing perceived Service quality of casual- wear chain stores"*, *Journal of Fashion Marketing and Management: An International Journal*, Vol. 1 Issue: 1, pp.26-41, <https://doi.org/10.1108/eb022488>
- Colgate, M., Stewart, K., and Kinsella, R., (1996), *‘Customer Defection: a Study of the Student Market in Ireland’*. *International Journal of Marketing*. 14 (3), 23-29.
- David Martin-Consurega, Arturo Molina, Águeda Esteban, 2007, *‘An Integrated Model of Price, Satisfaction and Loyalty: an Empirical Analysis in the Service Sector’*, *Journal of Product & Brand Management*, Vol. 16 Iss: 7, pp.459-468.
- De Pelsmacker, P., Geuens, M. and Anckaert, P., 2002, Media Context and Advertising Effectiveness: *‘The Role of Context Appreciation and Context/Ad Similarity’*, *Journal of Advertising* 31, 49-61.
- De Pelsmacker, P., Geuens, M. and Van den Bergh, J., 2004, *‘Foundations of Marketing Communications, A European Perspective’*, second edition (Harlow, Prentice Hall).

- Dodds WB (1996) ‘*Perceived value: A dimension of the consumer risk construct*’. American Journal of Business.
- Doods WB, Monroe KB, Grewal D (1991) ‘*The Effect of Price, Brand and Store Information on Buyers in Product Evaluation*’. Journal of Marketing Research
- Eagly, A.H., & Chaiken, S. (1993). ‘*The psychology of attitudes*’. Forth Worth, TX: Harcourt Brace Jovanovich.
- Elliot, G., Thiele, S. R., and Waller, D., 2012, Marketing, Second Edition.
- Enis, B.M. (1974) “*Marketing Principles: The Management Process*”
- Ennew, C.T., and Binks, M.R., (1996), “*The Impact of Service Quality and Service Characteristics on Customer Retention: Small Businesses and Banks in the UK*”, *British Journal of Management*, 7, 219-230.
- Evan, J. R., and Berman, B., (1996), *Principle of Marketing*, Third Edition.
- Ghozali, Imam. (2001). “*Aplikasi Analisis Multivariate Dengan Program SPSS*”. Edisi Kedua Semarang: Badan Penerbit Universitas Diponegoro
- Ghozali, Imam. (2005). “*Aplikasi Analisis Multivariate Dengan Program SPSS*”. Edisi Ketiga. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2006). “*Aplikasi Analisis Multi variate Dengan Program SPSS*”. Cetakan Keempat .Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2009). “*Aplikasi Analisis Multivariate Dengan Program SPSS*”. Edisi Keempat. Semarang: Badan Penerbit Universitas Diponegoro.

- Gremler, D. D. and Brown S.W., (1996), ‘*Service Loyalty: Its Nature, Importance, and Implications: in Advancing Service Quality: A Global Perspective*’, *International Service Quality Association*, 171-180.
- Grossman, R.P. (1999), ‘*Relational versus discrete exchanges: The role of trust and commitment in determining customer satisfaction*’, *The Journal of Marketing Management*, 9(2), 47-58.
- Gronroos, C. (1982), ‘*Strategic Management and Marketing in Service Sector*’, Marketing Science Institute, Cambridge, MA.
- Gronroos, C. (1990), ‘*Service Management and Marketing Lexington Books*’, Lexington, MA.
- Gronroos, C. (2001), ‘*The perceived service quality concept – a mistake?*’, *Managing Service Quality*, Vol. 11 No. 3, pp. 150-2.
- Guiltnan, Joseph. P, Paul, Gordon. W and Madden. Thomas. J., (1997), *Marketing Management*, 6th edition, McGraw-Hill Companies. pp 6.
- Hansemark, O C & Albinson, M (2004), ‘*Customer Satisfaction and Retention: The Experiences of Individual employees*’, *Managing Service Quality*, Vol. 14(1), pp.40-57
- H. Yu., &W. Fang. (2009). ‘*Relative impacts from product quality, service quality, and experience quality on customer perceived value and intention to shop for the coffee shop market. Total Quality Management*’. 20(11). 1273–1285.
- Javadi, M. H., and Dolatabadi, H. R., (2012), ‘*An Analysis of Factors Affecting on Online Shopping Behavior of Consumer*’
- J.Johnson, S. B. (1999). ‘*Predictors of online buying behavior. New York: Predictors of online buying behavior*’
- Keeney, R.L. (1999) ‘*The value of internet commerce to the customer*’, *Management Science*, April, Vol. 45, No. 4, pp.533–542.

- Kheng L. L, Osman M, Ramayah T, Mosahab R, (2010), “*The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia*”, International Journal of Marketing Studies, Vol. 2, No. 2, pp.57-65.
- Kim, J. (2004), “*Understanding consumers’ online shopping and purchasing behaviors*”, unpublished PhD thesis, Graduate College of Oklahoma State University, Stillwater, OK. [Online]. Available: <http://digital.library.okstate.edu/etd/umiokstate1049.pdf> [2014, Jan 22].
- Kotler, P., and Armstrong, G., (2010), *Principle of Marketing*, Third Edition., Pearson Education.
- Kotler, Philip. (1994) .”*Marketing Management: Analysis, Planning, Implementation, and Control*. 8th ed. Englewood Cliffs, NJ: Prentice Hall.
- Kotler, Philip and Kevin Lane Keller. (2012) *Marketing Management* 13 New Jersey: Pearson Prentice Hall, Inc
- Kumar, P. (2010) “*Marketing of Hospitality & Tourism Services*” Tata McGraw-Hill Education
- Grönroos, C. (1994). “*From marketing mix to relationship marketing: towards a paradigm shift in marketing*”. Management Decision, 32(2), 4-20.
- Grönroos, C. 1983. ‘*Strategic Management and Marketing in the Service Sector Marketing Science Institute*’. Boston, MA
- Gronroos, Christian (1978), "A Service Oriented Approach to Marketing of Services" European Journal of Marketing, Vol. 12 (8), pp 588-601.
- Hansemark, O. C. & Albinson, M.,(2004) “ *Customer Satisfaction and Retention: The Experiences of Individual with Employees*” , Managing Service Quality, Vol. 14 (1)

- Hutcheson, G., & Sofroniou, N. (1999). *“The multivariate social scientist: Introductory statistics using generalized linear models”*. Thousand Oaks, CA: Sage Publications
- Hoyer, W D & Dehora (2008), Consumer behavior, Houghton Boston: Mifflin Company in Singh,H 2008, *“The Importance of Customer Satisfaction in relation to customer loyalty and retention”*
- Lee, M. K.O., Turban, E. (2007). *“A Trust Model for Consumer Internet Shopping”*. International Journal of Electronic Commerce Vol. 6(1), pp. 75-91.
- Monroe, Kent B. and R. Krishnan (1985), *"The Effect of Price on Subjective Product Evaluations,"* in Perceived Quality, J. Jacoby and J. Olson, eds. Lexington, MA: Lexington Books, 209-32.
- Na Wang 1, 2.D. (2008). *“Study on the Influencing Factors of Online Shopping”*. Changchun: Atlantis Press.
- Ngoc K.M. and Uyen T. T., 2015, *“Factors Affecting Guest Perceived Service Quality, Product Quality, and Satisfaction—A Study of Luxury Restaurants in Ho Chi Minh City, Vietnam”*, *Journal of Advanced Management Science*, Vol. 3, No. 4.
- Petrack, J. F. 2001, *“Development of a multi dimensional scale for measuring the perceived value of service”*, *Journal of Leisure Research*, vol.34, no. 2, pp. 119-134
- Rust, R.T. and Kannan, P.K. (2003), *“e-Service: a new paradigm for business in the electronic environment”*, *Communications of the ACM*, Vol. 46 No. 6, pp. 37-42
- Sajjad, A. (May 2012). *“How Online Shopping Is Affecting Consumers Buying Behavior in Pakistan?” IJCSI International Journal of Computer Science Issues*, Vol. 9, Issue 3, No 1, 487.
- Samadi, M., Yaghoob Nejadi, A. (2009). *“A Survey of the Effect of Consumers” Perceived Risk on Purchase Intention in E Shopping*. *Business Intelligence Journal*. Vol. 2(2), pp. 261- 275.

- Sarangapani (2010). *Research methods for business students*. Edinburgh Gate: Pearson Education
- Santos, Jessica. (2003). ‘*E-service quality: a model of virtual service quality dimensions*’. *Managing Service Quality*, 13(3), 233 – 246.
- Solomon, M. (2008). ‘*Consumer behavior buying, having, and being*’ (8th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Sorrooshian, S., (2010), ‘*Customer Experince about Service Quality in Online Environment*’: a Case of Iran, *Science Direct*.
- Sureshchandar, G. S., Rajendran, C., and Anantharaman, R. N, 2003, ‘*Customer Perceptions of Service Quality in the Banking Sector of a Developing Economy: a Critical Analysis*’, *International Journal of Marketing*, 21(5), 233-242.
- Svatošová, V. (2011). Marketing Research – ‘*Purchasing Behaviour on the Internet. In Mezinárodní Baťova konference*’. Zlín: Tomas Bata University in Zlín.
- Tsiotsou R (2006). ‘*The role of perceived product quality and overall satisfaction on purchase intentions*’. *International Journal of Consumer Studies*, 30 (2), 207-21
- Varki, Sajeev and Mark Colgate, 2001, ‘*The Role of Price Perceptions in an Integrated Model of Behavioral Intentions*’. *Journal of Service Research*, 3 (3), 232-240.
- Varma P., Jain S. 2015. ‘*Skills Augmenting Online Shopping Behavior: A Study of Need for Cognition Positive Segment*’. *Business Perspectives and Research*, 3(2), p. 126–145.
- Veronika, S. 2012, ‘*Motivation of Online Buyer Behavior*’
- Wahyuni, N., 2014, Uji Validitas dan Reliabilitas, (<http://qmc.binus.ac.id/2014/11/01/u-j-i-v-a-l-i-d-i-t-a-s-d-a-n-u-j-i-r-e-l-i-a-b-i-l-i-t-a-s/>, retrieved on March 2016).

- Zeithaml, V.A. (2000). *'Service excellence in electronic channels'*.
Managing Service Quality, 12(3), 135-138.
- Zeithaml, V.A., Parasuraman, A. and Malhotra, A. (2002). *'Service quality delivery through web sites: A critical review of extant knowledge'*.
Journal of the Academy of Marketing Science, 30(4), 362-375.
- Zeithaml, A. (1988). *'Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence'* Journal of Marketing, 52(3), 2-22.