

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research analyses the impact of brand image, service quality, and sales promotion on customer repurchase intention through customer satisfaction at Tokopedia 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. Brand image (X1) positively and significantly impact customer satisfaction (Y1). This shows that the facility that is offered by Tokopedia can increase customer satisfaction. Thus, the first hypothesis states that brand image (X1) has a positive impact on customer satisfaction (Y1) is accepted.
2. Service quality (X2) positively and significantly impact customer satisfaction (Y1). This shows that responsiveness and reliability factors are important to create satisfaction. Thus, the second hypothesis states that service quality (X2) has a positive impact on customer satisfaction (Y1) is accepted.
3. Sales promotion (X3) positively and significantly impact customer satisfaction (Y1). This shows that direct incentives given to customers are effective to increase customer satisfaction. Thus, the third hypothesis states that sales promotion (X3) has a positive impact on customer satisfaction (Y1) is accepted.

4. Customer satisfaction (Y1) positively and significantly impact repurchase intention (Y2). This conclude that by having a satisfaction, customers are more likely to have intention to repurchase in the future. Thus, the fourth hypothesis states that customer satisfaction (Y1) has a positive impact on repurchase intention (Y2) is accepted.

5.2 Limitation of Research

The limitation in this research is that this research use 160 sample and for further research, it is recommended to use bigger number of samples because the result would be different if more samples are used.

5.3 Suggestions

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

5.3.1 Suggestions for Academic

1. The research can contribute further to the improvement of literature research in the future about the impact of brand image, service quality, and sales promotion to customer repurchase intention through customer satisfaction which provide additional information for other researcher to conduct another research that is related to this topic and with an addition of different variables.

2. The research can also be broadened into several e-commerce and website with bigger number of samples.

5.3.2 Suggestions for Practical

1. Based on the results of the discussion in chapter 4, brand image, service quality, and sales promotion variable have a positive impact on customer satisfaction. This shows that by having a good and positive brand image, maintaining service quality and providing sales promotion can increase the satisfaction of the customer, but the problem comes from the brand that some people not find it easy to remember. It would be a great idea if Tokopedia can put more attention to introduce their brand using any available advertisement platform such as social media, television, e-mail, billboard, and conduct more social event and roadshow where people can directly engage with the brand. It is strengthened with the value of first statement which said that Tokopedia brand is easy to be remember with lowest mean value among other statement. Tokopedia also have to maintain and increase their secure payment system through the use of “Rekening Bersama” which customer find it very useful.
2. Tokopedia need to maximize and maintain their customer service performance because consumers agreed that customer service here is very reliable and responsive in solving

customers problem. Therefore, maximizing service quality is a must thing to do.

3. Flash sales and discount makes customer attracted to buy products from Tokopedia. Therefore, by giving more promotional incentives, it can boost the sales and maintain the relation with customers.

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