

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

This study analyzed the influence of E-Service Quality, E-Word of Mouth, Consumer Trust in E-Loyalty on Tokopedia in Indonesia. Based on the results of hypothesis testing, conclusions can be taken as follows:

1. The quality of E-Services proved to have a positive influence on Consumer Trust in Tokopedia so that H1 was accepted. The effect is positive and significant, mostly because respondents agree that Tokopedia already has a good reputation for the quality of their services, which shows that it has a score above the average loading factor and t-value. This proves that Electronic Service Quality can increase the influence of Consumer Trust in Tokopedia in Indonesia. Therefore, better E-Service Quality will significantly increase Consumer Trust in Tokopedia..
2. E-Word of Mouth proved to have a positive influence on Consumer Trust in Tokopedia so H2 was accepted. The effect is positive and significant, mostly because respondents agree that Tokopedia already has good reviews from other customers, which shows that they have a score above the average loading factor and t-value. This proves that E-Word of Mouth can increase the influence of Consumer Trust in Tokopedia in Indonesia. Therefore, better E-Word of Mouth will significantly increase Consumer Trust in Tokopedia.
3. Consumer Trust has a positive effect on E-loyalty on Tokopedia so that H3 is accepted. The effect is positive and significant, mostly because respondents agree that Tokopedia can be trusted because of good service quality, and reviews from other customers, which shows that it has a score above the average loading factor and t-value. This proves that Consumer Trust can increase the influence of E-Loyalty on Tokopedia in Indonesia. Therefore, higher consumer confidence will significantly increase E loyalty on Tokopedia.

4. The quality of E-Services proved to have a positive influence on loyalty E on Tokopedia, mediated by the Consumer Trust so that H4 was accepted. The effect is positive and significant, then the Mediation role of Consumer Trust has a score above the average loading factor and t-value. This proves that Electronic Service Quality can increase Customer Loyalty through Consumer Trust in Tokopedia in Indonesia. Therefore, E-Service Quality Improvement will significantly increase Consumer Trust on Tokopedia, which in turn will significantly increase E-loyalty on Tokopedia.
5. E-Word of Mouth proved to have a positive influence on E loyalty on Tokopedia by mediating by the Consumer Trust so that H5 was accepted. The effect is positive and significant, then the Mediation role of Consumer Trust has a score above the average loading factor and t-value. This proves that E-Word of Mouth can increase E-Loyalty through Consumer Trust on Tokopedia in Indonesia. Therefore, better E-Word of Mouth will significantly increase Consumer Trust in Tokopedia, which in turn will significantly increase Tokopedia's E-Loyalty.

5.2. Limitation of the Study

The researcher acknowledges that this research is still far from perfect and there is still limitation. Limitations in this study that need to be considered for future research is :

1. There is still a dimension of variable X1 (E-Service Quality) that has not been used as an indicator in this study, namely Web Design. It is because in the previous research, Web Design is not significance.

5.3. Suggestion

Based on the conclusions that is stated above, several recommendations can be given Tokopedia :

5.3.1. Suggestion for Practical

1. The results show that E-Service Quality can significantly increase Consumer Trust in Tokopedia, so Tokopedia needs to maintain the

quality of their services, and make more innovations so that customers will be more confident. And E-Service Quality in terms of handling problems with customer service (maintenance) and security when conducting online transactions (security) which are considered the lowest results by Tokopedia Users , must be improved. This can be done by making more facilities for buyers or sellers on Tokopedia so they can perceived safety. For example, Tokopedia can make a cooperation with a shipping or courier company, which can do the 'Future Tracking'. Means that people can see the estimated items shipped, processed, and delivered to their address. And also, this can be done by making facilities that can guarantee customer data. Like provide security certification Tokopedia Website. It means that every single shop or seller in Tokopedia need to verify their stores, by giving the personal data, KTP. It will give the buyer confidence in using Tokopedia.

2. The results showed that E-Word of Mouth can significantly increase Consumer Trust in Tokopedia, therefore E-Word of Mouth in terms of discussing Tokopedia performance by online reviews rated by Tokopedia users as the lowest results, must be improved. This can be done by asking customers to join in reviewing their site or application, and give their customers some free gifts, like free deliver, cashback, so they'll get more excited to write and see Tokopedia reviews.
3. The results show that Consumer Trust can significantly increase E-Loyalty on Tokopedia, therefore Consumer Trust in trusting users' personal data that is safely stored and managed as the lowest result, must be increased. It can be done by perform the layered self-identity authentication such as verification before storing consumer data. Or it can also be done by asking security questions before providing consumer information. This is done so that consumers feel safe even when they forget their own password and ID. Tokopedia

also can use google's security certification, in google cloud platform. ISO27018 is the code of practice that focuses on protection of personal data in the cloud.

5.3.3. Suggestion for Academic

- 1.** For further study, could include more variables such as ORPI (Online Repurchase Intention), or purchase intention. This is in order to have better understanding about factors that influence consumer loyalty.
- 2.** Future researchers are expected to be able to use objects more specifically, like what section are focused on. For example : Fashion , Electronic , Books, in Tokopedia.
- 3.** Due to the limitations of this study, further study should increase the number of respondents to get more accurate results. Ferdinand (2002) provides a measure of the number of samples studied for studies using SEM (Structural Equation Modeling) of 5-10 observations for each estimated parameter. In this research, there are 18 parameter or indicators, so 18 times 10 is 180 respondents.
- 4.** Because security is the lowest parameter results, further study could include open-ended question asking on how they can feel safer while using Tokopedia.

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