

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

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

1. Website Quality has proven to have a positive and significant influence on E-Trust on Traveloka.com so H1 was accepted. The better of Quality Website, will significantly increase E-Trust on Traveloka.com. Traveloka can be success in e-commerce because they maintain the website and make an improvement to be a good website which make an interest of visitor of Traveloka.com.
2. E-Trust has proven to have a positive and significant influence on the Purchase Intention on Traveloka.com so H2 was accepted. The better E-Trust, will significantly increase Purchase Intention on Traveloka.com. Traveloka can be success in e-commerce because they can make a value in the visitor's mind and make a good convenience of the visitor's that accessed the website, so the visitor's will be trust with Traveloka.com.
3. Website Quality has proven to have a positive and significant influence on Purchase Intention on Traveloka.com so that H3 was accepted. The better of Website Quality, will significantly increase Purchase Intention on Traveloka.com. Traveloka can be success in e-commerce because they make the visitor's that accessed the website has a large interest to book on their website.
4. E-Trust as a mediator has proven to have influence of Website Quality on Purchase Intention on Traveloka.com. A better of Website Quality, will increase E-Trust on Traveloka.com, which will further increase Purchase Intention on Traveloka.com. Traveloka can be success in e-commerce because they make a prioritize in trust of visitor's that accessed the website.

5.2 Recommendations

5.2.1 Academic Recommendation

It is expected that next researchers can include other factors that can affect Purchase Intention in addition to Website Quality and E-Trust, like Brand Image because E-Trust is related with Brand Image in the group of people that is range of age above 40 years and Service Quality is related to Website Quality that is important factor for a group of people that is range of age under 40 years because they prefer easy program of website.

5.2.2 Practical recommendation

Based on the conclusion results of the research, suggestions that can be submitted are:

The results of the study show that Website Quality can significantly increase E-Trust and Purchase Intention on Traveloka.com, therefore Website Quality in terms of websites provides understandable information that is considered by respondents as the least good, should be improved. This can be done in a way by update website with give more information that is understandable, interesting and general language that is easy to understand which there's no ambiguous language for readers or visitors of the website by follow the trend in millennial ages because those who use more are young people. Give a word or a sentence that is come from young age.

The results also show that E-Trust can significantly increase Purchase Intention on Traveloka.com, therefore E-Trust in terms of the website does not deceive customers, which respondents consider the least good, should be improved. This can be done in a way by give a testimonial page in the website to increase customer's trust. Give a proven by videos or by screenshot of online chat or by record of voice that is company should have.

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