

BAB 5

SIMPULAN DAN SARAN

Atas dasar hasil pengolahan data serta pembahasan mengenai hasil pengolahan data yang terdapat pada BAB 4, dan berkaitan dengan hipotesis penelitian yang telah dibuat pada BAB 2, maka penulis akan menyimpulkan dan juga memberikan saran baik secara teoritis agar dapat digunakan untuk penelitian selanjutnya maupun praktis untuk menjadi masukan bagi perusahaan pada bab ini.

5.1. Simpulan

Hasil penelitian ini memiliki beberapa kesimpulan yang diperoleh dari hasil pengolahan data serta pembahasan yang dijabarkan sebagai berikut:

1. *e-satisfaction* konsumen Lazada.co.id di Surabaya dapat dipengaruhi oleh *delivery efficiency* secara positif dan signifikan. Hal ini berarti dengan meningkatkan *delivery efficiency* maka *e-satisfaction* konsumen Lazada.co.id di Surabaya juga akan mengalami peningkatan.
2. *e-satisfaction* konsumen Lazada.co.id di Surabaya dapat dipengaruhi oleh *web design* secara positif dan signifikan. Hal ini berarti dengan meningkatkan *web design* maka *e-satisfaction* konsumen Lazada.co.id di Surabaya juga akan mengalami peningkatan.
3. *e-satisfaction* konsumen Lazada.co.id di Surabaya dapat dipengaruhi oleh *customer service* secara positif dan signifikan. Hal ini berarti dengan meningkatkan *customer service* maka *e-satisfaction* konsumen Lazada.co.id di Surabaya juga akan mengalami peningkatan.
4. *e-trust* konsumen Lazada.co.id di Surabaya dapat dipengaruhi oleh *online security* secara positif dan signifikan. Hal ini berarti dengan meningkatkan *online security* maka *e-trust* konsumen Lazada.co.id di Surabaya juga akan mengalami peningkatan.
5. *e-trust* konsumen Lazada.co.id di Surabaya dapat dipengaruhi oleh *online privacy* secara positif dan signifikan. Hal ini berarti dengan meningkatkan

6. *online privacy* maka *e-trust* konsumen Lazada.co.id di Surabaya juga akan mengalami peningkatan.
7. *E-loyalty* konsumen Lazada.co.id di Surabaya dapat dipengaruhi oleh *E-satisfaction* secara positif dan signifikan. Hal ini berarti dengan meningkatkan *e-satisfaction* maka *e-loyalty* konsumen Lazada.co.id di Surabaya juga akan mengalami peningkatan.
8. *e-loyalty* konsumen Lazada.co.id di Surabaya dapat dipengaruhi oleh *e-trust* secara positif dan signifikan. Hal ini berarti dengan meningkatkan *e-trust* maka *e-loyalty* konsumen Lazada.co.id di Surabaya juga akan mengalami peningkatan.

5.2. Saran

Atas dasar dari keempat kesimpulan yang telah ada, maka saran yang dapat diberikan penulis baik secara teoritis maupun praktis dapat dijabarkan sebagai berikut.

5.2.1. Saran Teoritis

Saran teoritis dalam penelitian ini dapat dibagi menjadi dua hal, antara lain adalah:

1. Penelitian selanjutnya yang mengacu pada penelitian ini diharapkan agar dapat menambahkan variabel-variabel lain yang dirasa dapat memberikan pengaruh pada *e-satisfaction*, *e-trust* dan *e-loyalty* dalam konteks online seperti persepsi manfaat, persepsi kemudahan penggunaan, persepsi nilai, dan lain sebagainya
2. Penelitian selanjutnya dapat dipertimbangkan untuk melakukan pengujian dengan menggunakan model yang telah disusun dalam penelitian ini ataupun menggunakan indikator yang digunakan dalam mengukur variabel yang ada dalam penelitian ini dengan memakai obyek penelitian yang berbeda khususnya dalam konteks perusahaan online.

5.2.2. Saran Praktis

Adapun saran praktis dalam penelitian ini adalah sebagai berikut:

1. Bagi perusahaan Lazada.co.id, diharapkan agar memberikan perhatian lebih berkaitan dengan *delivery efficiency*, *web design*, *customer service*, *online security* dan *online privacy* pada Lazada.co.id sebab dalam penelitian ini terbukti bahwa dengan memberikan perhatian pada kelima hal ini telah terbukti dapat meningkatkan *baik-satisfaction*, *e-trust* dan *e-loyalty* konsumen Lazada.co.id di Surabaya secara signifikan
2. *Delivery efficiency* dapat ditingkatkan dengan cara memperhatikan kemudahan konsumen agar dapat memperoleh informasi mengenai status pesanan barang kapan saja.
3. *Web design* dapat ditingkatkan dengan cara memberikan konsumen pilihan-pilihan barang yang baik.
4. *Customer service* dapat ditingkatkan dengan cara mempercepat kinerja *customer service* dalam menangani keluhan pelanggan.
5. *Online security* dapat ditingkatkan dengan cara meningkatkan mekanisme pembayaran online agar menjadi lebih aman.

Online privacy dapat ditingkatkan dengan cara memberi tahu informasi apa yang akan dikumpulkan perusahaan kepada para konsumen.

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