

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusions

The study examines the influence of online service quality, perceived value, customer satisfaction towards repurchases intention of Zalora in Surabaya. The literature review has been served in chapter 2. Then the results served in chapter 4 concluded that all of the hypotheses are significant. The results indicate that the influence of online service quality has a significant impact on customer satisfaction than the influence of perceived value. It can be concluded that many customers of Zalora in Surabaya still prioritize the quality of the online service than the perceived value. Despite the product have good quality and affordable price, once the quality of the service is bad, it can make the customer disappointed, and unsatisfied and reduce the number of intentions to repurchase.

Then the second result, customer satisfaction has the greatest dominant variable on repurchase intention. It is concluded that customer satisfaction is the determinant of repurchase intention. The strong indirect effect on customer satisfaction is online service quality. It is concluded the customers must satisfied first with the service accuracy, customers' service fast response, trust, personalization or customer preferences, and website aesthetics of Zalora then the customers will repurchase again in the future. Then perceived value has a low indirect effect compared to online service quality on repurchase intention through customer satisfaction. It is concluded when the customers known if Zalora has an affordable price and good product quality will immediately repurchase at the website or application in the future.

5.2 Limitations

There are limitations of the research. First, there are many respondents who didn't use Zalora for three times, and then there are many respondents didn't answer the questions well so, it makes the statistical tool LISREL 8.8 create some errors, invalid and unreliable data. The researcher needs to increase the number of sampling and remove the respondents who didn't answer the questions well.

5.3 Suggestions

Based from the Conclusions of the results, the researcher provides some suggestions for the future research below:

5.3.1 Suggestion for Academic

From the next research, the researcher can fix the limitations such as the method of collecting data, The researcher suggests to increase the number of samples, remove the invalid samples to obtain comprehensive results. Then for the next research, Service Quality it's very general variable that is used by many researchers. The author suggests to use the other variable or use the specific Service Quality Variables

5.3.2 Suggestion for Practical

1. Zalora Online Service Quality

The management of Zalora can improve and fix the customer preferences (indicator number 4) and Trust (indicator number 3). Because the value has low mean compared by other indicators of Online Service Quality, so it can increase the customer satisfaction and repurchase intention.

2. Zalora Perceived Value

According to the researcher, the management of Zalora can increase the reputation of the e-commerce by improving the overall service quality, and maintain the price quality. The author suggests to improve the review, and the testimonials about that website or application. So it can increase the customer satisfaction and repurchase intention.

REFERENCES

- Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), 40–47. <https://doi.org/10.12816/0040336>
- Aydin, D., Yaldiz, E., & Siramkaya, S. B. (2015). Evaluation of domestic architecture via the context of sustainability: Cases from Konya city center. *Archnet-IJAR*, 9(1), 305–317. <https://doi.org/10.26687/archnet-ijar.v9i1.528>
- Ban, H. J., & Kim, H. S. (2019). Understanding customer experience and satisfaction through airline passengers' online review. *Sustainability (Switzerland)*, 11(15). <https://doi.org/10.3390/su11154066>
- Bulut, Z. A. (2015). Determinants Of Repurchase Intention In Online Shopping: A Turkish Consumer Perspective. International Journal Business And Social Science. Dokuz Eylül University. *International Journal of Business and Social Science*, 6(October 2015), 55–63. https://ijbssnet.com/journals/Vol_6_No_10_October_2015/5.pdf
- Chiu, M.-C., & Lin, Y.-H. (2016). Factors affecting online repurchase intention. *Industrial Management & Data Systems*, 116(2), 322–348.
- Dapas, C. C., Sitorus, T., Purwanto, E., & Ihalauw, J. J. O. I. (2019). The effect of service quality and website quality of zalora.Com on purchase decision as mediated by purchase intention. *Quality - Access to Success*, 20(169), 87–92.
- Darwin, M., & Umam, K. (2018). *Indirect Effect Analysis on Structural Equation Modeling (Comparative Study of Using Amos and SmartPLS Software)*. 50–57.
- Datta, S., & Sciences, F. (2018). *Sampling methods*. September. <https://doi.org/10.13140/RG.2.2.22856.57605>
- Dudovskiy, J. (2012). *Causal Research (Explanatory Research)*. Business Research Methodology. <https://research-methodology.net/causal-research/>
- Espejel, J., Fandos, C., & Flavián, C. (2008). Consumer satisfaction: A key factor of consumer loyalty and buying intention of a PDO food product. *British Food Journal*, 110(9), 865–881. <https://doi.org/10.1108/00070700810900585>
- Furr, R. M. (2014). Confirmatory Factor Analysis. *Scale Construction and Psychometrics for Social and Personality Psychology*, 91–109. <https://doi.org/10.4135/9781446287866.n8>
- Ghozali, I., & Fuad, F. (2008). *Structural Equation Modeling: Teori, Konsep, dan*

- Aplikasi Dengan Program Lisrel 8.80 (2th ed.)* (2th ed.). Badan Penerbit Universitas Diponegoro.
- Giese, J., & Cote, J. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*, 2000(January 2000), 1.
- Hair, Joseph F, Black, W. C., Babin, B. J., & Anderson, R. (2018). *Multivariate Data Analysis* (8th ed.). Cengage India.
- Hair, Joe F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hendar, Sudarti, K., & Rhemananda, H. (2021). Online customers satisfaction on repurchase intention: role of mobile shopping perceived customer. In *Advances in Intelligent Systems and Computing: Vol. 1194 AISC*. Springer International Publishing. https://doi.org/10.1007/978-3-030-50454-0_45
- Ibzan, E., Balarabe, F., & Jakada, B. (2016). Consumer Satisfaction and Repurchase Intentions. *Developing Country Studies*, 6(2), 96–100.
- Iranita, I., Maritim, U., & Ali, R. (2019). *PENGARUH SERVICE QUALITY DAN CUSTOMER TRUST TERHADAP KEPUASAN KONSUMEN MASKAPAI PENERBANGAN LION AIR { Studi Kasus Bandara Internasional Raja Haji Fisabilillah Tanjungpinang }*. March.
- Karolina Ilieska. (2013). Customer Satisfaction Index – as a Base for Strategic Marketing Management. *TEM Journal*, 2(294), 327–331. www.temjournal.com
- Kopp, C. M. (2020). *Perceived Value*. Investopedia. <https://www.investopedia.com/terms/p/perceived-value.asp#:~:text=Perceived value is a customer%27s,for a good or service.>
- Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail and Distribution Management*, 33(2), 161–176. <https://doi.org/10.1108/09590550510581485>
- Lestari, V. T., & Ellyawati, J. (2019). Effect of E-Service quality on repurchase intention: Testing the role of e-satisfaction as mediator variable. *International Journal of Innovative Technology and Exploring Engineering*, 8(7C2), 158–162. <https://doi.org/10.35940/ijitee.g5400.0881019>
- Liu, C., Wang, S., & Jia, G. (2020). Exploring e-commerce big data and customer-perceived value: An empirical study on chinese online customers. *Sustainability (Switzerland)*, 12(20), 1–22. <https://doi.org/10.3390/su12208649>

- Malhotra, N. K., Lopes, E. L., & Veiga, R. T. (2014). Structural Equation Modeling with use of Lisrel: An Initial Vision. *Revista Brasileira de Marketing*, 13(02), 28–43. <https://doi.org/10.5585/bjm.v13i2.2698>
- Mbango, P. (2019). The role of perceived value in promoting customer satisfaction: Antecedents and consequences. *Cogent Social Sciences*, 5(1), 1–16. <https://doi.org/10.1080/23311886.2019.1684229>
- Muhammad, S., & Kabir, S. (2018). *Methods of data collection*. June.
- Mustafa, Z. (2009). *Mengurai Variabel Hingga Instrumentasi* (1st ed.). Graha Ilmu.
- Nikbin, D., Ismail, I., Marimuthu, M., & Abu-Jarad, I. Y. (2011). The impact of firm reputation on customers' responses to service failure: The role of failure attributions. *Business Strategy Series*, 12(1), 19–29. <https://doi.org/10.1108/17515631111106849>
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability (Switzerland)*, 11(4), 1–24. <https://doi.org/10.3390/su11041113>
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Piercy, N. (2015). *ONLINE SERVICE QUALITY: CONTENT AND PROCESS OF ANALYSIS*. October. <https://doi.org/10.1080/0267257X.2013.839571>
- Razak, N. S. A., Marimuthu, M., Omar, A., & Mamat, M. (2014). Trust and Repurchase Intention on Online Tourism Services among Malaysian Consumers. *Procedia - Social and Behavioral Sciences*, 130, 577–582. <https://doi.org/10.1016/j.sbspro.2014.04.067>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Simon Kemp, S. M. (2019). *DIGITAL 2019 SPOTLIGHT: ECOMMERCE IN INDONESIA*. Data Reportal. <https://datareportal.com/reports/digital-2019-ecommerce-in-indonesia>
- Statista. (2021). *Indonesia eCommerce*. Statista. <https://www.statista.com/outlook/dmo/ecommerce/indonesia>
- Stein, C. M., Morris, N. J., & Nock, N. L. (2012). *Chapter 27 Structural Equation Modeling*. January. <https://doi.org/10.1007/978-1-61779-555-8>
- Suharman. (2018). Tes sebagai alat ukur prestasi akademik. *Jurnal Ilmiah*

Pendidikan Agama Islam, 93–115.

- Sujati, H., Sajidan, Akhyar, M., & Gunarhadi. (2020). Testing the construct validity and reliability of curiosity scale using confirmatory factor analysis. *Journal of Educational and Social Research*, 10(4), 229–237. <https://doi.org/10.36941/JESR-2020-0080>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Taherdoost, H. (2018). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *SSRN Electronic Journal*, September. <https://doi.org/10.2139/ssrn.3205040>
- Tran, V. D., & Le, N. M. T. (2020). Impact of service quality and perceived value on customer satisfaction and behavioral intentions: Evidence from convenience stores in Vietnam. *Journal of Asian Finance, Economics and Business*, 7(9), 517–526. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.517>
- Tuff, K., & Tuff, T. (2012). Introduction to Population Demographics. *Nature Education Knowledge*, August.
- Wang, I.-M., & Shieh, C.-J. (2006). The relationship between service quality and customer satisfaction: the example of CJCUI library. *Journal of Information and Optimization Sciences*, 27(1), 193–209. <https://doi.org/10.1080/02522667.2006.10699686>
- Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, 67(1), 2768–2776. <https://doi.org/10.1016/j.jbusres.2012.09.007>
- Yamin, S., & Kurniawan, H. (2013). *Structural equation modeling : belajar lebih mudah teknik analisis data kuesioner dengan Lisrel-PLS* (2nd ed.). Salemba Empat.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>