

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1. Conclusion

5.1.1. The Influence of Price Perception upon Customer Satisfaction

The influence of Price Perception towards Customer Satisfaction is significant. This means that Price Perception have an important role to build Customer Satisfaction. When the company gives good perception about the price perception for customers, it will build satisfaction towards the periplus.com customers in Surabaya.

It is suitable to the theory according to Peatti & Peters (1997 in Suhaily, 2017:114) state that the match price perception by online consumers will influence them to make a repeat purchase. Worthy price is one of the marketing mix that influence customer satisfaction and repurchase intention towards online shopping. Every time consumers want to purchase a product, consumers will expect the price is equal with the quality. Furthermore, the Price Perception is affecting Customer Satisfaction developments.

This theory supports the past research that held by Suhaily (2017), proved that, the Price Perception influenced significantly towards Customer Satisfaction in Online Shopping.

5.1.2. The Influence of e-Service Quality upon Customer Satisfaction

The influence of e-Service Quality towards Customer Satisfaction is significant. This means that the e-Service Quality has an important role to develop Customer Satisfaction. This explanation suits the theory according to Zeithaml (2002) defines service quality (e-SQ) as “the extent to which a Website facilitates efficient and effective shopping, purchasing and delivery of products and services. Therefore, the desire of consumers in purchasing a product is greatly by the Service Quality of the e-commerce. Furthermore, the e-Service Quality is affecting Customer Satisfaction developments.

This theory supports the past research that held by Suhaily (2017), proved that, the e-Service Quality influenced significantly towards Customer Satisfaction in Online Shopping.

5.1.3. The Influence of Customer Satisfaction upon Repurchase Intention

The influence of Customer Satisfaction towards Repurchase Intention is significant. This means that the Customer Satisfaction has an important role to develop Repurchase Intention. This explanation suits the theory according to According to Kotler & Keller (2012), satisfaction is derived from a comparison of product or services performance perceived by customer and the customers' expectation on the product or services. Consumers who are satisfied

with the performance of online shopping has positive influence on their repurchase intention (Suhaily, 2017).

This theory supports the past research that held by Suhaily (2017), proved that, the Customer Satisfaction influenced significantly towards Repurchase Intention in Online Shopping.

5.2. Suggestions

Based on the conclusion, there are some suggestions that can be taken into a considerations as follows:

5.2.1. Suggestion for Academic

1. For the upcoming research, it is better to add more exogenous variables like Brand Image, Rewards, or Consumer Loyalty, which are also affecting Repurchase Intention.
2. The upcoming research should also increase the number of the respondents and broader range of age, so it will include more subjects for the questionnaire.

5.2.2. Suggestion for Practitioners

1. Periplus.com has known by book lovers, especially the ones that collect imported books. The company have to have the balance between good quality books and the value they offer to the consumer, thus giving better experience for the consumers.

2. The e-Service Quality that Periplus.com has provided has been known by its user friendly features. It will be better if the website also gives easy access to the e-service to the consumers that have their first time visiting the website.
3. Periplus.com has plenty of loyal consumers in Surabaya that keeps intend to repurchase in the website, and it gives all good indicators because Periplus.com offers cheaper imported books than the other retailer stores.

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