

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan hasil penelitian pada bab sebelumnya maka kesimpulan yang diperoleh adalah sebagai berikut:

1. *Perceived e-service value* berpengaruh positif signifikan terhadap *online customers satisfaction*. Dengan demikian hipotesis penelitian pertama diterima
2. *Perceived emotional value* berpengaruh positif signifikan terhadap *online customers satisfaction* Dengan demikian hipotesis penelitian kedua diterima
3. *Perceived monetary value* berpengaruh positif signifikan terhadap *online customers satisfaction* Dengan demikian hipotesis penelitian ketiga diterima
4. *Perceived convenience value* berpengaruh positif signifikan terhadap *online customers satisfaction* Dengan demikian hipotesis penelitian keempat diterima
5. *online customers satisfaction* berpengaruh positif signifikan terhadap *online customers loyalty* Dengan demikian hipotesis penelitian kelima diterima

5.2 Saran

5.2.1 Saran Akademik

1. Bagi penelitian selanjutnya adalah dapat menambahkan variabel-variabel lain yang dapat mempengaruhi *online customers satisfaction* & *online customers loyalty*

2. Bagi penelitian selanjutnya adalah menambahkan beberapa karakteristik responden yang lain (pendapatan, domisili, dan lain-lain)

5.2.2 Saran Praktis

1. Diharapkan *website* Indomaret mampu meningkatkan pelayanan *online* yang diterima sehingga pelayanan *online* yang diterima konsumen akan sesuai dengan ekspektasi/harapan mereka
2. Diharapkan *website* Indomaret lebih memperhatikan lagi suasana hati para konsumen sehingga kedepannya emosi positif konsumen meningkat saat berkunjung ataupun berbelanja di *website* Indomaret
3. Diharapkan *website* Indomaret meninjau dan memperbaiki lagi kebijakan harga yang ditetapkan sehingga harga tersebut bisa dijangkau oleh konsumen
4. Diharapkan *website* Indomaret mampu memberi pelayanan di setiap tempat yang dibutuhkan konsumen, sehingga *place flexibility* dari *website* Indomaret akan meningkat
5. Diharapkan *website* Indomaret lebih memperhatikan keinginan dan keluhan dari konsumen sehingga pelanggan merasa lebih puas saat berkunjung dan/atau berbelanja di *website* Indomaret
6. Diharapkan *website* Indomaret mampu meningkatkan kepuasan konsumen yang diterima secara *online* sehingga diharapkan para konsumen tersebut tidak akan lari/berpindah ke *website* peritel lain.

5.2.3 Keterbatasan

1. Ada penambahan hasil penelitian (hipotesis) sebanyak 4 yaitu hubungan tidak langsung (*Indirect*) antara beberapa variabel, namun tidak dimasukkan di hasil penelitian, sehingga total hipotesis di hasil penelitian menjadi 9
2. Pada kuisioner tidak ada karakteristik sampel tentang responden yang pernah membeli di *website* Indomaret, sehingga bersifat ambigu

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