

Chapter 5

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results of research and discussion are used in accordance with the purpose of the hypothesis, some conclusions can be concluded such as follows:

1. Product Quality impact on Online Buying Behavior. This indicates that Product Quality plays an important role in Online Buying Behavior in Periplus.com. with a good Product Quality that can make consumer always satisfied.
2. Price impact on Online Buying Behavior. This indicates that Price plays an important role in Online Buying Behavior in Periplus.com. with a good and low Price of the product in Periplus.com, it can improve the Online Buying Behavior in Periplus.com.
3. e-Service Quality impact on Online Buying Behavior. This indicates that Service Quality plays an important role in Online Buying Behavior in Periplus.com. with a good Service Quality from Peripus.com that can make consumer always satisfied an can improve the Online Buying Behavior in Periplus.com.

5.2. Suggestion

Based on the conclusion, it can be given a number of recommendations in the form of suggestions that can be taken into considerations as follows:

5.2.1 Suggestion for Academic

1. For the next research, it is better to add more independent variables such as Security, Web Design and perceived value, which is also affecting the Consumer Online Buying Behavior as the dependent variable.
2. The next research should also increase the number of the Respondents and city, so it will be include more diversity

5.2.2 Suggestion for Practioners

1. Retailers who engaged in imports products especially Book, should pay more attention about the price that they offers to the customers. Retailers must arrange an affordable price so it can attract more customers.
2. Since Periplus has a goo image on costomer's minds, the company must pay attention to both Price and Service Quality to maintain the good image of Periplus that has been built.
3. Consumer Online Buying Behavior in Periplus.com at Surabaya is also good is means that all indicators shows a good criterion and consumer say agree, because people in Surabaya know that Peripus.com is the place when they wants to buy an import books because the Price is cheaper then the other online store.

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