

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the discussion result, the conclusions of this research are as follow:

1. Website quality (WQ) significantly impacts perceived trust (PT) so that it can be concluded that every website quality affects the perceived trust of the customer. Therefore, by improving and maintaining the quality of the website will help to obtain and creating trust for the customers. Thus, the first hypothesis proposed in this research is website quality significantly affects perceived trust on Tokopedia in Surabaya, accepted.
2. Website quality (WQ) significantly impacts perceived value (PV) so that it can be concluded that every website quality affects the value that the customer perceived. Therefore, by improving and maintaining the quality of the website will help to obtain and creating value for the customers. Thus, the second hypothesis proposed in this research is website quality significantly affects perceived value on Tokopedia in Surabaya, accepted.
3. Perceived Trust (PT) significantly impacts repurchase intention (RI) so that it can be concluded that perceived trust affects the intention for customers to repurchase. Therefore, by keeping trust the customer perceived, it will also obtain and create trust for the customers. Thus, the third hypothesis proposed in this research is

perceived trust significantly affects repurchase intention on Tokopedia in Surabaya, accepted.

4. Perceived value (PV) significantly impacts repurchase intention (RI) so it can be concluded that value that customers perceived value affect the repurchase intention. Therefore, by giving value to customers the intention to repurchase will be increased. Thus, the fourth hypothesis proposed in this research is perceived value significantly affects repurchase intention on Tokopedia in Surabaya, accepted.
5. Website quality (WQ) significantly impacts repurchase intention (RI) through the mediation of perceived trust (PT) and perceived value (PV) so it can be concluded that value that customers perceived affect the repurchase intention. Therefore, by giving value to customers the intention to repurchase will be increased. Thus, the fifth hypothesis proposed in this research is website quality significantly affects repurchase intention mediated by perceived trust and perceived value on Tokopedia in Surabaya, accepted.

5.3 Suggestion

5.3.1 Academical Suggestion

The current study of all 15 variables, not normally distributed with the number of respondents selected as much as 105. Suggestions for future research is the researchers should involve more respondents to get data with the aim that the data obtained can

be better and as early as possible in spreading questionnaire to the respondent.

5.3.2 Practical Suggestion

Based on the conducted research, it can be given some recommendations in the form of suggestions that can be a consideration for the management of Tokopedia, as follow:

a. Suggestion to Website Quality

Tokopedia needs to improve the improve website quality with faster and more precise customer service.

b. Suggestion to Perceived Trust

Tokopedia needs to fulfill their promises to the customers to maintain the trust that already owned.

c. Suggestion to Perceived Value

Tokopedia needs to improve their performance in order to create value that customers perceive.

d. Suggestion to Repurchase Intention

Tokopedia needs to maintain their relationship with customers by considering the website quality, perceived trust and perceived value to increase the intention to repurchase, because according to the questionnaire, some of the customers prefer to use other online retail store.

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