

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

The result of analysis and discussion above about the influence of website quality, habit intervening trust to repurchase intention of BerryBenka in Indonesia using Structural Equation Modeling (SEM) by Partial Least Square, the conclusions are:

1. Website Quality positively and significantly influences trust. It explains that website quality of BerryBenka website can make consumer trust in this online-shop. Thus the first hypothesis questioned that website quality has influence on trust is accepted
2. Habit positively and significantly influences trust. It means that habit of customer in buying product of BerryBenka can increase their trust in this website. Thus the second hypothesis stated that habit has influence on trust is accepted.
3. Trust positively and significantly influences repurchase intention. It means that trust of consumers in BerryBenka can increase their intention to repurchase. Thus the third hypothesis stated trust has an influence on repurchase intention is accepted.

5.2 Limitation of Research

This research has some limitations. First is the sample size because it only limited to 100 respondents. It is too small to make general conclusion about the influence of website quality and habit

intervening trust to repurchase intention of BerryBenka in Surabaya. It should be in large amount in order to make general conclusion. The second is the place where it took the sample. This study is only conducted in Surabaya, it causes different result from the sample chosen. In this questionnaire, there is no questions about how many times people visit BerryBenka website. The questionnaire as indicators of habit.

5.3 Suggestion

There are several suggestions can be given to BerryBenka Indonesia and next researchers:

1. Theoretical Suggestion

The researcher who interested with the similar study can use as references and broaden into other product category and market segment. The researcher be able to develop the study by using other objects such as Zalora, Yesstyle, Shopee, and other famous online-shopping to increase the number of respondents. Hopefully the result will be better than this research. And replacing the location can be done to take samples such as other countries, regions, cities, and many more and it will have other result of research.

Because there is habit as variable of this research, the questionnaire questions should have a question about how many times people visit BerryBenka website every week or month or year.

2. Practical Suggestion

Website Quality and Habit have significant influence to repurchase intention through trust. As we can see in structural equation on Chapter 4, trust is really influencing repurchase intention and the lowest indicator is resolving concern. The customer service of BerryBenka must increase their responsiveness of complains by consumer through many medias such as email, online chat, and many more. Sometimes customers will complain by email in the midnight and the customer service must be checking it in the morning. The customer service should be replying it and giving solution as soon as possible.

To create the possibility of consumer intention to repurchase of BerryBenka they should improves the quality of their websites by using efficient features, always updating their availability of product, and the quality of their own product.

REFERENCES

- Indonesia's Garment and Textile Sector : Remain Optimistic Amid Mounting Pressure.* (2018). Retrieved February 20, 2018, from Global Business Guide Indonesia: http://www.gbgingonesia.com/en/manufacturing/article/2018/indonesia_s_garment_and_textile_sector_remain_optimistic_amid_mounting_pressure_11879.php
- Ajzen, I. (2005). *Attitudes, Personality, and Behavior*. Berkshire: McGraw-Hill Education.
- Andrews, B. R. (1903). Habit. *The American Journal of Psychology*, 121-149.
- Bhattacharjee, A. (2012). *Social Science Research: Principles, Methods, and Practices*. Tampa, Florida: Creative Commons Attribution.
- Bulut, Z. A. (2015). Determinants of Repurchase Intention in Online Shopping : a Turkish Consumer's Perspective. *International Journal of Business and Social Science*, 55-63.
- Chang, K. C., Kuo, N. T., Hsu, C. L., & Cheng, Y. S. (2014). The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators. *International Journal of Innovation, Management and Technology*, 255-260.
- Curtis, T., Abratt, R., Rhoades, D. L., & Dion, P. (2011). Customer Loyalty, Repurchase and Satisfaction: A Meta-Analytical Review. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 1-26.

- Durianto, D., Sugiarto, & Sitinjak, T. (2001). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merk*. Jakarta: PT. Gramedia Pustaka Tama.
- Fungai, M. (2017). Factors Influencing Customer Repurchase Intention in the Fast Food Industry. A Case Study of Innscor-Mutare, Zimbabwe. *Business & Social Science Journal (BSSJ)*, 120-141.
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep, Teknik, dan Aplikasi Menggunakan Program SMARTPLS 3.0*. Semarang: Badan Penerbit-UNDIP.
- Gregg, D. G., & Walczak, S. (2010). The Relationship between Website Quality, Trust, and Price Premiums at Online Auctions. *Electron Commer Res*, 1-25.
- Hardiawan, A. C. (2013). Pengaruh Kepercayaan, Kemudahan, dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online. *Skripsi Program Sarjana Fakultas Ekonomi Universitas Diponegoro*.
- Hutauruk, A. (2018, April 5). *5 Kebiasaan Konsumen yang Harus Diperhatikan Saat Membangun Online Shop*. Retrieved December 17, 2018, from Dewina Journal: <http://dewina-journal.foutap.com/kebiasaan-konsumen-online-shop/>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. New Jersey: Pearson Education, Inc.
- Levy, M., & Weitz, B. A. (2012). *Retailing Management*. New York: The McGraw-Hill Companies Inc.
- Liao, C., Palvia, P., & Lin, H. N. (2006). The Roles of Habit and Website Quality in e-Commerce. *International Journal of Information Management*, 469-483.

- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). The Impact of Initial Consumer Trust on Intentions to Transact with a Website: a Trust Building Model. *Journal of Strategic Information System*, 297-323.
- Mohmed, a. S., Azizan, N. B., & Jali, M. Z. (2013). The Impact of Trust and Past Experience on Intention to Purchase in E-Commerce. *International Journal of Engineering Research and Development*, 28-35.
- Oliver, R. L. (2015). *Satisfaction : a Behavioral Perspective on the Consumer*. New York: Taylor & Francis Group.
- Peter, J. P., & Olson, J. C. (2008). *Consumer Behavior and Marketing Strategy*. New York: The McGraw-Hill Companies, Inc.
- Roberts, M. L., & Zahay, D. (2013). *Internet Marketing: Integrating Online and Offline Strategies*. United States of America: South-Western, Cengage Learning.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behavior*. New Jersey: Pearson Education, Inc.
- Schumacker, R. E., & Lomax, R. G. (2010). *A Beginner's Guide to Structural Equation Modeling*. New York: Taylor and Francis Group, LLC.
- Sekaran, U. (2006). *Research Methods for Business*. Jakarta: Penerbit Salemba Empat.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: a Skill-Building Approach*. Chichester, West Sussex: John Wiley & Sons Ltd.
- Setyorini, R., & Nugraha, R. P. (2016). The Effect of Trust Towards Online Repurchase Intention with Perceived Usefulness As An

Intervening Variable: A Study on KASKUS Marketplace Customers. *The Asian Journal of Technology Management*, 1-7.

Slawski, B. (2011, April 19). *Just What is Web Site Quality?* Retrieved February 20, 2018, from SEO by the Sea: <http://www.seobythesea.com/2011/04/just-what-is-web-site-quality/>

Wallace, T. (2017). *The 19 Ecommerce Trends + 147 Online Shopping Stats Fueling Sales Growth in 2018*. Retrieved February 19, 2018, from Big Commerce: <https://www.bigcommerce.com/blog/ecommerce-trends/#top-19-ecommerce-trends-of-2018>

Wilson, N., & Keni. (2018). Pengaruh Website Design Quality dan Kualitas Jasa Terhadap Repurchase Intention: Variabel Trust Sebagai Variable Mediasi. *Jurnal Manajemen dan Pemasaran Jasa*, 291-310.

Wu, J., & Liu, D. (2007). The Effects of Trust and Enjoyment on Intention to Play Online Games. *Journal of Electronic Commerce Research*, 128-140.