

CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Conclusion

This research analyzes the influence of Information Quality on Website, Perceived Trust, and Perceived Value, on Purchase Intention of Brodo Website. Based on the results of research and discussion by using Structural Equation Model (SEM) then the conclusion can be drawn which are:

1. Information Quality on Website gives direct effect significantly and has a positive effect on Perceived Trust. The major factor that Brodo possesses in order to increase perceived trust is its ability to provide accurate information on the website.
2. Perceived Trust gives direct effect significantly and has a positive effect on Purchase Intention. The major factor that Brodo offers to increase purchase intention is by showing commitment in providing right information on the website.
3. Perceived Trust gives direct effect significantly and has a positive effect on Perceived Value. Other than increasing purchase intention, Brodo's commitment in providing right information also increases the perceived value.
4. Perceived Value gives direct effect significantly and has a positive effect on Purchase Intention. The major factor that Brodo has to increase its purchase intention is by offering a good deal compared to the amount of money spent. By having good perceived value, the purchase intention would increase to.

5.2 Limitation of Research

The major limitation in this research is that the result could not be generalized due to the result of the normality test. The data does not follow the normal distribution function. Therefore, the results are rather limited to be generalized. This is due to the number of sample used and limited time. The result of the test would be different if the sample size is over 200 like the previous researches that are used as a guiding journal.

5.3 Suggestion

Based on the conclusions that is stated above, several recommendations can be given in the form of suggestion that can be taken into consideration for Brodo Website.

5.3.1 Suggestion for Academic

1. In future study, to get broader understanding it could include hypotheses regarding the indirect effect on the proposed model to create a further analysis regarding the dependent variables, which is information quality, perceived trust, and perceived value. According to this result of this study, information quality has positive influence on perceived trust, and perceived trust has positive influence towards purchase intention. Perceived trust also has positive influence on perceived value, and perceived value also does have positive influence on purchase intention. Therefore, hypotheses regarding indirect effects on these variables would provide additional information or issues about website information quality.
2. In future study, the number of respondents should be increased to get more accurate result.
3. Since the growing usage of social media, future research could study on Information Quality in Social Media of Brodo such as facebook, instagram, youtube, etc.

5.3.2 Suggestion for Practical

Based on the result of table 4.15, it is shown that information quality, perceived trust, perceived value and purchase intention have positive and significant relations. Brodo should maintain its consistent effort in providing good information quality in order to maintain perceived trust, perceived value, and purchase intention of Brodo customers.

The form of practical actions that could be taken are :

1. Conduct a benchmarking to other fashion websites with similar product such as on Portee Goods, Artap Footwear, and Guten Inc in order to

achieve better information quality on Brodo website. Those websites are good example because they provide review sections for the products, up-to-date pop up news regularly, and journal regarding events that have been conducted.

2. Provide a 'review' section on its website to provide better information quality on Brodo website since currently there is no option to give or see review from other consumers of the product.

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