

CHAPTER 5

CONCLUSIONS AND RECOMENDATIONS

5.1 Conclusion

According to the results of the research and discussion previously stated, the conclusions in this study are as follows:

1. The perceived return policy has a positive and significant effect on repurchase intention as indicated by the hypothesis result is bigger than t-statistics. This indicates that the return policy can increase the intention of repurchasing customers online shopping sites BerryBenka.com.
2. Perceived quality has a positive and significant effect on repurchase intention as indicated the hypothesis result is bigger than t-statistics. This shows the perception of the quality of the customer towards the product provided is good, so the intention to repurchase is increased by the customers of the online shopping site BerryBenka.com.

5.2 Limitation of Research

This research has some limitations. First, the sample size of this research is only 100 respondents. This number of sample size is considered too small and limited to make general conclusions about this study. There is need to increase the number of samples to make it as general conclusion. Second, the population of this research is only took Surabaya as the population studied. Therefore, the result of

this study is necessary more through further study, by looking the factors out of the limitations of this study.

5.3 Suggestion

Based on the results of the research that has been concluded, there is some suggestions that can be given to Berrybenka and the next researcher, as follows:

5.3.1 Suggestion for Academic

Researcher hopes this study can be useful for future researchers who interested in this similar study as references and broaden into other product categories and market segments. Researcher hopes the further researchers can develop on this topic of study by using other research objects and increasing the number of respondents and expanding the research population. This research is also expected to be an information material for further research to find out other variables that can affect repurchase intention because there are many other variables.

The researcher suggests : ‘Trust’ and ‘Satisfaction’ as the references for further variables of research, since it expected that some online shops still had both of these variables as hesitance of repurchase intention.

5.3.2 Suggestion for Practical

In accordance with the discussion above, the suggestions for practical in this study are, as follows:

1. The online shopping site BerryBenka.com is expected to improve product quality so that customers are satisfied and as expected, for example: adding the 'confirm order' feature on it website, so that the order can be processed immediately. This can increase the intention to repurchase on the online shopping site BerryBenka.com.
2. BerryBenka.com need to make their sentences in payment instruction, terms and conditions are easy to understand. Then the first-time-customer who want to purchase can understand their term and condition, rules, and follow their instructions easily.
3. And also to increase number of customer, they need to set their price to be more competitive in market because nowadays there are a lot of new onlineshop which have cheaper price and good quality of product.

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