

CHAPTER 5

CONCLUSION, LIMITATION, AND SUGGESTION

5.1 Conclusion

Based on the results of testing the hypothesis in this research, it can be concluded as follows:

1. Web Design has positive and significant effect on Customer Satisfaction. The better of Web Design, will significantly increase Customer Satisfaction at Tiket.com in Surabaya. Tiket.com always maintains web design to make it easier for customers in doing their payment. Thus, the first hypothesis which states that Web Design give impact on Customer Satisfaction is accepted.
2. Security has positive and significant effect on Customer Satisfaction. The better of Security, will significantly increase Customer Satisfaction at Tiket.com in Surabaya. Tiket.com always maintains protection of privacy and personal data of their customer so they can feel safe in making transactions at Tiket.com. Thus, the second hypothesis which states that Security give impact on Customer Satisfaction is accepted.
3. E-Service Quality has positive and significant effect on Customer Satisfaction. The better of E-Service Quality, will significantly increase Customer Satisfaction at Tiket.com in Surabaya. Tiket.com always increase their service quality so every purchases become easier, effective, and uncomplicated. Thus, the third hypothesis which states that E-Service Quality give impact on Customer Satisfaction is accepted.
4. Information Quality has positive and significant effect on Customer Satisfaction. The better of Information Quality, will significantly increase Customer Satisfaction at Tiket.com in Surabaya. Tiket.com presents information neatly and in a structured, and make sure all of the information are up-to-date, reliable, accurate, clear, and complete.

Thus, the fourth hypothesis which states that Information Quality give impact on Customer Satisfaction is accepted.

5. Customer Satisfaction has positive and significant effect on E-Loyalty. The better of Customer Satisfaction, will significantly increase E-Loyalty at Tiket.com in Surabaya. Tiket.com always tries to provide the best so that customers feel satisfied, the more satisfied a customer is, the more loyal they are. Thus, the fifth hypothesis which states that Customer Satisfaction give impact on E-Loyalty is accepted.
6. In this study, researchers can see the results of indirect effects between variables and shows that Web Design, Security, E-Service Quality, and Information Quality have an impact on E-Loyalty through Customer Satisfaction.

5.2 Suggestions

Based on the results and conclusions from this study, the following suggestions can be given:

5.2.1 Academic Suggestions

1. For future study, researcher is suggested to expand the research sample because the users of Tiket.com are not only those who domiciled in Surabaya.
2. For future study, researcher is suggested to do research deeply because the results of the study said that the Web Design (WC) is the dominant variable where the customer characteristic when buying tickets is utilitarian, which is more concerned with information quality rather than the display of a website that reflects hedonic characteristics.

5.2.2 Practical Suggestions

1. In descriptive statistic of Web Design, the highest mean score is about layout on the web or application that is attractive. Therefore, the suggestion is that Tiket.com needs to continue sustainably to improve layouts on the web and applications so can attract more customers.

2. In descriptive statistic of Security, the highest mean score is about a sense of customer privacy is protected. Therefore, the suggestion is that Tiket.com needs to enhance customer privacy so that customers can feel safe when making transactions.
3. In descriptive statistic of E-Service Quality, the highest mean score is about the speed of e-tickets received. Therefore, the suggestion is that Tiket.com needs to continue sustainably to increase the speed of receive e-ticket.
4. In descriptive statistic of Information Quality, the highest mean score is about accurate information. Therefore, the suggestion is that Tiket.com needs to continue sustainably to increase the quality of information provided.
5. In descriptive statistic of Customer Satisfaction, the highest mean score is about Tiket.com provides value according to customer expectations. Therefore, the suggestion is that Tiket.com needs to make a market research to increase the value as customer expect.

REFERENCES

- Asubonteng, P., McCleary, K. J., and Swan, J. E. (1996). Servqual revisited: a critical review of service quality. *Journal of Services marketing*, 10(6), 62-81.
- Anderson, R. E., and Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology and marketing*, 20(2), 123-138.
- Aryani, D., dan Rosinta, F. (2010). Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Dalam Membentuk Loyalitas Pelanggan. *Jurnal Ilmu Administrasi dan Organisasi*, 17(2), 114-126.
- Amin, M. (2016). Internet banking service quality and its implication on e-customer satisfaction and e-customer loyalty. *International Journal of Bank Marketing*, 34(3), 280-306.
- Anderson, J. C., and Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, 103(3), 411.
- Alexa. (2018). Peringkat Situs Di Indonesia. Obtained from <https://www.alexacom/siteinfo/tiket.com>.
- Baierova, P., Tate, M., and Hope, B. G. (2003). The Impact of Purpose for Web Use on User Preferences for Web Design Features. *PACIS*, 112.
- Brady, M. K., and Robertson, C. J. (2001). Searching for a consensus on the antecedent role of service quality and satisfaction: An exploratory cross-national study. *Journal of Business Research*, 51(1), 53-60.
- Bai, B., Law, R., and Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International journal of hospitality management*, 27(3), 391-402.
- Bawa, P., Gupta, B.L., Sharma, B. (2013). Retail Service Quality's Impact on Value Delivery and Customer Satisfaction in a Retail Store Environment. *Journal of Marketing and Communication*, 9(1), 37-44.
- Bawono, A. (2006). Multivariate Analysis with SPSS.
- Bollen, K. A. (1989). Structural Equations with Latent Variables John Wiley New York.

- Chang, H., and Wen Chen, S. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online information review*, 32(6), 818-841.
- Cyr, D., Bonanni, C., Bowes, J., and Ilsever, J. (2005). Beyond Trust: Website Design Preferences Across Cultures. *Journal of Global Information Management*, 13(4), 24-52.
- Chung, K. H., and Shin, J. I. (2010). The antecedents and consequents of relationship quality in internet shopping. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 473-491.
- Cheung, C. M., Lee, M. K., and Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet research*, 18(3), 229-247.
- Chou, C. H., Wang, Y. S., and Tang, T. I. (2015). Exploring the determinants of knowledge adoption in virtual communities: A social influence perspective. *International Journal of Information Management*, 35(3), 364-376.
- Chase, R. B., Jacobs, F. R., and Aquilano, N. J. (2006). *Operation Management for Competitive Advantage*, 9th. New York: McGraw-Hill.
- Delone, W. H., and McLean, E. R. (2003). The DeLone and McLean model of information systems success: a ten-year update. *Journal of management information systems*, 19(4), 9-30.
- _____. (2004). Measuring e-commerce success: Applying the DeLone and McLean information systems success model. *International Journal of electronic commerce*, 9(1), 31-47.
- Ding, L., Velicer, W. F., and Harlow, L. L. (1995). Effects of estimation methods, number of indicators per factor, and improper solutions on structural equation modeling fit indices. *Structural Equation Modeling: A Multidisciplinary Journal*, 2(2), 119-143.
- Doll, W. J., Xia, W., and Torkzadeh, G. (1994). A confirmatory factor analysis of the end-user computing satisfaction instrument. *MIS quarterly*, 453-461.
- Eskildsen, J., and Kristensen K. (2008). Customer Satisfaction and Customer Loyalty a Predictor of Future Business Potential, *Journal Total Quality Management*. 19(7-8, pp). 843-853.

- Flavian, C., Gurrea, R., and Orus, Carlos. (2009), "Web Design: A Key Factor for the Website Success", *Journal of Systems and Information Technology*, 11(2), 168-184.
- Flavián, C., and Guinalú, M. (2005). The influence of virtual communities on distribution strategies in the internet. *International Journal of Retail & Distribution Management*, 33(6), 405-425.
- Fang, Y. H., Chiu, C. M., and Wang, E. T. (2011). Understanding customers' satisfaction and repurchase intentions: An integration of IS success model, trust, and justice. *Internet Research*, 21(4), 479-503.
- Gauzente, C. (2004). Web merchants' privacy and security statements: how reassuring are they for consumers? A two-sided approach. *Journal of Electronic Commerce Research*, 5(3), 181-198.
- Guo, J., Xu, L., Gong, Z., Che, C. P., and Chaudhry, S. S. (2011). Semantic inference on heterogeneous e-marketplace activities. *IEEE Transactions on Systems, Man, and Cybernetics-Part A: Systems and Humans*, 42(2), 316-330.
- Gronroos, C. (1982), "An applied service marketing theory", *European Journal of Marketing*.
- Gao, X (2013). *The influence of mobile website quality on consumer satisfaction and behavior*.
- Ghane, S. O. H. E. I. L. A., Fathian, M., and Gholamian, M. R. (2011). Full relationship among e-satisfaction, e-trust, e-service quality, and e-loyalty: The case of Iran e-banking. *Journal of Theoretical and Applied Information Technology*, 33(1), 1-6.
- Giddens, N. 2002. Brand Loyalty and Decision Maker, Iowa State University Extensions, 5 (54), 1-2.
- Hendraningtyas, Y. A. L., and Soedino, W. (2015). Pengaruh site design, informativeness, dan security terhadap customer satisfaction online web retailing zalora Indonesia. *Jurnal Bisnis dan Akuntansi*, 17(2), 190-196.
- Hardiyanti, M. (2012). Kepercayaan pada Penjual dan Persepsi Resiko pada Keputusan Pembelian Melalui Internet. *Skripsi. Tidak diterbitkan. Yogyakarta: Universitas Islam Negeri Sunankalijaga*.
- Harianto, D., and Subagio, H. (2013). Analisa Pengaruh Kualitas Layanan, Brand Image, dan Atmosfer terhadap Loyalitas Konsumen dengan Kepuasan Konsumen Sebagai Variabel Intervening Konsumen. *Jurnal Manajemen Pemasaran*, 1(1), 1-8.

- Hoffman, DL., and Novak, T. P. (2000). How to acquire customers on the web. *Harvard Business Review*, May-June. 179-88.
- Hansel Jonathan. 2013. Analisis pengaruh e-Service Quality Terhadap customer satisfaction yang berdampak pada Customer Loyalty PT. Bayu Buana Travel TBK. *Journal The WINNERS*, 14(2), September 2013.
- Hur, Y., Ko, Y. J., and Valacich, J. (2011). A structural model of the relationships between sport website quality, e-satisfaction, and e-loyalty. *Journal of sport management*, 25(5), 458-473.
- Hoyle, R. H. (Ed.). (1999). *Statistical strategies for small sample research*. Sage.
- Hoyle, R. H., and Kenny, D. A. (1999). Sample size, reliability, and tests of statistical mediation. *Statistical strategies for small sample research*, 1, 195-222.
- Irawan, F., Suganda, G., and Bernarto, I, (2018). The Influence of Service Quality and Customer Satisfaction toward Customer Loyalty. Paper presented at International Conference in Innovative Business and Entrepreneurship, Bangkok, Thailand
- Janda, S., Trocchia, P. J., and Gwinner, K. P. (2002). Consumer perceptions of Internet retail service quality. *International Journal of Service Industry Management*, 13(5), 412-431.
- Kotler, P., dan Keller, K. L. (2009). *Manajemen Pemasaran*, 13th Edition. Jakarta: Erlangga.
- _____. (2012). *Marketing Management*. Essex: Pearson Education Inc.
- Kotler, P. (2005). *According to Kotler: The world's foremost authority on marketing answers your questions*. Amacom Books.
- _____. (2006) *Marketing Management*.
- _____. (2002). *Principles of Marketing* (9th ed.)
- Kim, J., and Lennon, S. J. (2013). Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention: Based on the stimulus-organism-response model. *Journal of Research in Interactive Marketing*, 7(1), 33-56.
- Kim, E. B., and Eom, S. B. (2002). Designing effective cyber store user interface. *Industrial Management & Data Systems*, 102(5), 241-251.

- Klang, M. (2001). Who do you trust? Beyond encryption, secure e-business. *Decision Support Systems*, 31(3), 293-301.
- Khrisnanda, A. A. B., and Rastini, N. M. (2018). Pengaruh service quality dan kewajaran harga terhadap kepuasan konsumen Warung Mina di kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 7(9), 4657-4684.
- Kursunluoglu, E. (2014). Shopping centre customer service: creating customer satisfaction and loyalty. *Marketing Intelligence & Planning*, 32(4), 528-548.
- Ludin, I. H. B. H., and Cheng, B. L. (2014). Factors Influencing Customer Satisfaction and E-Loyalty: Online Shopping Environment among the Young Adults. *Management Dynamics in the Knowledge Economy*, 2(3), 462-471.
- Laudon, K. C., and Traver, C. G. (2014). E-commerce 2013.
- Liu, C., and Arnett, K. P. (2000). Exploring the factors associated with Web site success in the context of electronic commerce. *Information and management*, 38(1), 23-33.
- Luo, J., Ba, S., and Zhang, H. (2012). The effectiveness of online shopping characteristics and well-designed websites on satisfaction. *Mis Quarterly*, 36(4), 1131-1144.
- Lee, C., Lee, C. C., and Kim, S. (2016). Understanding information security stress: Focusing on the type of information security compliance activity. *Computers and Security*, 59, 60-70.
- Lovelock, C. H., Patterson, P. G., and Walker, R. H. (2001). *Services Marketing: An Asia-Pacific Perspective*, 2nd Ed. Australia: Prentice Hall.
- Lohse, G. L., and Spiller, P. (1998). Electronic shopping. *Communications of the ACM*, 41(7), 81-87.
- Lee, M. K. O., and Turban, E. (2001). A Trust Model for Consumer Internet Shopping. *International Journal of Electronic Commerce*, 6(1), pp. 75-91.
- Lee, D. S. (2008). Randomized experiments from non-random selection in US House elections. *Journal of Econometrics*, 142(2), 675-697.
- Lupiyoadi, R., and Hamdani, A. (2006). *Manajemen Pemasaran Jasa*, edisi pertama, cetakan pertama. Penerbit: Salemba Empat, Jakarta.

- Lu, T., Tu, R., and Jen, W. (2011). The role of service value and switching barriers in an integrated model of behavioural intentions. *Total Quality Management & Business Excellence*, 22(10), 1071-1089.
- Lien, N. H., and Kao, S. L. (2008). The Effect of Service Quality Dimension on Customer Satisfaction across Different Service Type: Alternative Differentiation as a Moderator, *Advance in Consumer Research*, 3. 522-526.
- Laudon, K. C., and Laudon, J. P. (2008). *Sistem Informasi Manajemen Edisi 10 Buku 2. Jakarta: Samlemba Empat.*
- Lo, H. Y., and Harvey, N. (2011). Shopping without pain: Compulsive buying and the effects of credit card availability in Europe and the Far East. *Journal of Economic Psychology*, 32(1), 79-92.
- Mittal, B., and Lassar, W. M. (1998). Why do customers switch? The dynamics of satisfaction versus loyalty. *Journal of services marketing*, 12(3), 177-194.
- Miller, H. (1996). The multiple dimensions of information quality. *Information Systems Management*, 13(2), 79-82.
- Mukherjee, A., and Nath, P. (2007). Role of electronic trust in online retailing: A re-examination of the commitment-trust theory. *European Journal of Marketing*, 41(9/10), 1173-1202.
- Manimaran, S. (2010). Linkage Between Service Quality and Customer Loyalty in Commercial Banks, *Journal of Marketing and Communication*, 6(1), 26-35.
- McKinney, V., and Yoon, K. (2002). The measurement of web-customer satisfaction: An expectation and disconfirmation approach. *Information systems research*, 13(3), 296-315.
- Madu, C. N., and Madu, A. A. (2002). Dimensions of e-quality. *International Journal of Quality & reliability management*, 19(3), 246-258.
- Miranda, M. J., Konya, L., and Havrila, I. (2005). Shoppers' satisfaction levels are not the only key to store loyalty. *Marketing Intelligence & Planning*, 23(2), 220-232.
- Maurer, T. J., and Pierce, H. R. (1998). A comparison of Likert scale and traditional measures of self-efficacy. *Journal of applied psychology*, 83(2), 324.

- Marsh, H. W., and Hau, K. T. (1999). Confirmatory factor analysis: Strategies for small sample sizes. *Statistical strategies for small sample research*, 1, 251-284.
- Moriuchi, E., and Takahashi, I. (2016). Satisfaction trust and loyalty of repeat online consumer within the Japanese online supermarket trade. *Australasian Marketing Journal (AMJ)*, 24(2), 146-156.
- Nuseir, M. T., Akroush, M. N., Mahadin, B. K., and Bataineh, A. Q. (2010). The effect of e-service quality on customers' satisfaction in banks operating in Jordan: an empirical investigation of customers' perspectives. *International Journal of Services, Economics and Management*.
- Nah, F. F. H., and Davis, S. (2002). HCI research issues in e-commerce. *Journal of Electronic Commerce Research*, 3(3), 98-113.
- Notoatmodjo, S. (2010). Metodologi penelitian. *Rineka Cipta: Jakarta*.
- Nusaresearch. (2015). Marketplace Site Begin To Dominate E-Commerce Market in Indonesia 2015. Obtained from <https://www.slideshare.net/nusaresearch/online-hotel-ticket-booking-sites-in-indonesia-2014>.
- Oliver, R. L. (1981). Measurement and Evaluation of Satisfaction Processes in Retail Settings. *Journal of Retailing*, 57(3), 25-48.
- Park, C. H., and Kim, Y. G. (2006). The effect of information satisfaction and relational benefit on consumers' online shopping site commitments. *Journal of Electronic Commerce in Organizations (JECO)*, 4(1), 70-90.
- Peterson, R. A., Balasubramanian, S., and Bronnenberg, B. J. (1997). Exploring the implications of the Internet for consumer marketing. *Journal of the Academy of Marketing science*, 25(4), 329.
- Pastrick, G. (1997). Secrets of great site design. *Internet User*. Fall. 80-87.
- Page, C., and Lepkowska-White, E. (2002). Web equity: a framework for building consumer value in online companies. *Journal of consumer marketing*, 19(3), 231-248.
- Puspitasari, A. N. (2013). Pengaruh Kualitas Website Terhadap Nilai Yang Dipersepsikan, Kepuasan Dan Loyalitas Pelanggan Pada Online Shop Studi Pada Pelanggan Toko Sepatu. *Jurnal Administrasi Bisnis*, 5(2).
- Rao, A. R., Bergen, M. E., and Davis, S. (2000). How to fight a price war. *Harvard Business Review*, 78(2), 107-120.

- Ryu, K., Lee, H. R., and Gon Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International journal of contemporary hospitality management*, 24(2), 200-223.
- Ribbink, D., Van Riel, A. C., Liljander, V., and Streukens, S. (2004). Comfort your online customer: quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446-456.
- Ranganathan, C., and Ganapathy, S. (2002). Key dimensions of business-to-consumer web sites. *Information and Management*.
- Reichheld, F. F., and Schefter, P. (2000). E-Loyalty: your secret weapon on the web in Harvard Business Review. *July-August 2000*.
- Ridgon, E. E., and Ferguson, C. E. (1991). The performance of the polychoric correlation coefficient and selected fitting functions in confirmatory factor analysis with ordinal data. *Journal of Marketing Research*, 28, 491-497.
- Shergill, G. S., and Chen, Z. (2005). WEB-BASED SHOPPING: CONSUMERS' ATTITUDES TOWARDS ONLINE SHOPPING IN NEW ZEALAND. *Journal of electronic commerce research*, 6(2), 78.
- Shaw, M., Blanning, R., Strader, T., and Whinston, A. (2002), *Handbook on Electronic Commerce*, Springer-Verlag Berlin. Heidelberg. Pp.106-2017.
- Srinivasan, S. S., Anderson, R., and Ponnayolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of retailing*, 78(1), 41-50.
- Szymanski, D. M., and Hise, R. T. (2000). E-satisfaction: an initial examination. *Journal of retailing*, 76(3), 309-322.
- Sadeh, S., Sadeh, E., Mousavi, L., and Asgari, F. (2011), "The effects of website quality dimensions on customer satisfaction in e-retailing system", *Middle-East Journal of Scientific Research*, 10(3), 366-369.
- Swaminathan, V., Lepkowska-White, E., and Rao, B. P. (1999). Browsers or buyers in Cyberspace? An investigation of Factors influencing Electronic Exchange.
- Shahin, A., Abandi, A. A., and Javadi, M. H. M. (2011). Analyzing the relationship between customer satisfaction and loyalty in the software

industry-with a case study in Isfahan System Group. *International Journal of Business and Social Science*, 2(23).

Sugiyono, (2012). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung: Alfabeta

Simamora, Bilson. 2004. *Riset Pemasaran*. Jakarta: PT Gramedia Pustaka Utama.

Statista, T. S. P. (2018). Number of apps available in leading app stores as of 3rd quarter 2018.

Teo, T. S., and Pian, Y. (2004). A model for web adoption. *Information & Management*, 41(4), 457-468.

Than, C. R., and Grandon, E. (2002). An exploratory examination of factors affecting online sales. *Journal of Computer Information Systems*. 42(3). 87-93.

Tsai, Y. C., and Yeh, J. C. (2010). Perceived risk of information security and privacy in online shopping: A study of environmentally sustainable products. *African Journal of Business Management*, 4(18), 4057-4066.

Tata, S. (2012). *Analisis Sistem Informasi*. Yogyakarta: Andi.

Tse, D. K., and Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of marketing research*, 25(2), 204-212.

Turban, E., King, D., Lee, J., and Viehland, D. (2002). *Electronic commerce: A managerial perspective 2002*. Prentice Hall: ISBN 0, 13(975285), 4.

Tam, J., (2012). Linking Perceived Service Quality to Relational Outcomes in a Chinese Context. *Journal of International Consumer Marketing* 24, 7-23.

Tinsley, H. E. A., and Tinsley, D. J. (1987). Uses of factor analysis in counseling psychology research. *Journal of Counseling Psychology*, 34, 414-424.

Tabachnick, B. G., and Fidell, L. S. (2001). Multiple regression. *Using multivariate statistics*, 4, 110130.

Udo, G. J. (2001). Privacy and security concerns as major barriers for e-commerce: a survey study. *Information Management & Computer Security*, 9(4), 165-174.

Varmaat, S. C. (2007). *Discovering Computers: Menjelajah Dunia Komputer Fundamental Edisi 3*. Salemba Infotek, Jakarta.

- Vidgen, R. (2002). Constructing a web information system development methodology. *Information systems journal*, 12(3), 247-261.
- Wixom, B. H., and Todd, P. A. (2005). A theoretical integration of user satisfaction and technology acceptance. *Information systems research*, 16(1), 85-102.
- Yamin, S., and Kurniawan, H. (2009), Structural Equation Modeling Belajar Lebih Mudah Teknik Analisis Data Kuesioner Dengan Lisrel-PLS, Jakarta: Salemba Infotek.
- Zeithaml, V. A., Parasuraman, A., and Malhotra, A. (2002). Service quality delivery through web sites: a critical review of extant knowledge. *Journal of the academy of marketing science*, 30(4), 362-375.
- Zeithaml, V, A., and Bitner, M. J. (2009) Service Marketing: Integrating Customer Focus Across the Firm, New York: McGraw-Hill Higher Education.
- Zeithaml, V. A., Berry, L. L., and Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60, 31- 46.
- Zeithaml, V. A., and Mary, J. B. (2000). *Services Marketing: Integrating Customer Focus across the Firm*.