

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1 Conclusions**

The study examines the influence of online service quality, perceived value, customer satisfaction towards repurchases intention of Zalora in Surabaya. The literature review has been served in chapter 2. Then the results served in chapter 4 concluded that all of the hypotheses are significant. The results indicate that the influence of online service quality has a significant impact on customer satisfaction than the influence of perceived value. It can be concluded that many customers of Zalora in Surabaya still prioritize the quality of the online service than the perceived value. Despite the product have good quality and affordable price, once the quality of the service is bad, it can make the customer disappointed, and unsatisfied and reduce the number of intentions to repurchase.

Then the second result, customer satisfaction has the greatest dominant variable on repurchase intention. It is concluded that customer satisfaction is the determinant of repurchase intention. The strong indirect effect on customer satisfaction is online service quality. It is concluded the customers must satisfied first with the service accuracy, customers' service fast response, trust, personalization or customer preferences, and website aesthetics of Zalora then the customers will repurchase again in the future. Then perceived value has a low indirect effect compared to online service quality on repurchase intention through customer satisfaction. It is concluded when the customers known if Zalora has an affordable price and good product quality will immediately repurchase at the website or application in the future.

#### **5.2 Limitations**

There are limitations of the research. First, there are many respondents who didn't use Zalora for three times, and then there are many respondents didn't answer the questions well so, it makes the statistical tool LISREL 8.8 create some errors, invalid and unreliable data. The researcher needs to increase the number of sampling and remove the respondents who didn't answer the questions well.

### **5.3 Suggestions**

Based from the Conclusions of the results, the researcher provides some suggestions for the future research below:

#### **5.3.1 Suggestion for Academic**

From the next research, the researcher can fix the limitations such as the method of collecting data, The researcher suggests to increase the number of samples, remove the invalid samples to obtain comprehensive results. Then for the next research, Service Quality it's very general variable that is used by many researchers. The author suggests to use the other variable or use the specific Service Quality Variables

#### **5.3.2 Suggestion for Practical**

##### **1. Zalora Online Service Quality**

The management of Zalora can improve and fix the customer preferences (indicator number 4) and Trust (indicator number 3). Because the value has low mean compared by other indicators of Online Service Quality, so it can increase the customer satisfaction and repurchase intention.

##### **2. Zalora Perceived Value**

According to the researcher, the management of Zalora can increase the reputation of the e-commerce by improving the overall service quality, and maintain the price quality. The author suggests to improve the review, and the testimonials about that website or application. So it can increase the customer satisfaction and repurchase intention.

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