

CHAPTER V

CONCLUSION, LIMITATION, AND SUGGESTION

5.1 Conclusion

The researcher conducted a study to investigate and analyze how hedonic motivation, paylater feature, sales promotion, and web quality impact online impulsive buying behavior. The study yielded four hypotheses, all of which were found to be significant and valid. Those points will be poured briefly in this section.

Hedonic Motivation has significant impact on Online Impulsive Buying Behaviour. According to the findings, the respondents are likely to have a strong motivation or interest in buying when using Shopee for shopping due because of a website's hedonic worth can be increased by its features, such as a sense of fun and aesthetic appeal the fulfilment of their expectations and because the products are produced in accordance to the quality standard.

Paylater feature has significant impact on online impulsive buying behaviour. This indicates that the respondents are likely to use paylater features as payment option because the registration process is fast, and responders are being influenced to make impulsive purchases more and more by convenience, speed, and low interest rates.

Sales Promotion has a significant impact on online impulsive buying behaviour. This indicates that the respondents are likely to do online shopping in Shopee because Shopee is giving coupons or shopping vouchers, discounts, or raffle prizes to their consumers.

Web Quality has a significant impact on online impulsive buying behaviour. It shows that the respondents agree on the usage of Shopee is because the website has clear shopping directions. Information systems research produces information quality. The quality of the data, systems, and information are the main topics of the questions developed in this part. Information accuracy, timeliness, and relevance are frequently used to gauge the quality of information.

5.2 Limitation

The followings are the limitations of the research:

1. The selection of reference journals is relatively limited, as there are numerous journals covering similar topics but focusing on services as the research object. Therefore, certain modifications need to be made to carry out this research.
2. The characteristics of the is not wide and clear. The respondents should be 17 years old minimal, because the usage of the paylater feature needs an ID card of the person who's using it and it is not stated the other characteristics of the respondents such as occupation, incomes, etc. Also, the buying behaviour of the respondents are not clear enough in this research.
3. The sample size is quite small in this research, as there are numerous respondents out there who might have been using paylater feature but could not participated to filling out the questionnaire.

5.3 Suggestion

5.3.1 Academic Suggestion

Prior to the results of the research, there are some suggestions which can be utilised in order to support and developed further research in the future. Suggestions offered are as follows:

1. The future research should look for more journals or articles or sources that can be more helpful for the future researcher to write their paper.
2. In future research, researchers can enhance the sample size by increasing the number of respondents or participants. This will contribute to the advancement of research as a larger participant pool allows for a more comprehensive collection of information.
3. The section of hypothesis development can serve as inspiration for future research, particularly regarding the examination of significant and insignificant hypotheses related to the mediating relationships between variables. Researchers can explore these ideas to further advance their studies in this area.

4. In future research, researchers should consider the selection of respondents' groups. This is essential to obtain more reliable information. Considering the characteristics and attributes of the respondents can contribute to the overall reliability and validity of the research findings.

5.3.2 Practical Suggestion

Through the obtained research result, researcher can provide some practical suggestion which can be implemented by Shopee in the future. Given the practical suggestions are as follows:

- 1 Shopee's overall Web Quality is already satisfactory, but they have the potential to further enhance their web features to provide a clearer and more engaging experience for their consumers.
- 2 Shopee can improve their communication about the paylater feature to their consumers by using simple and easily understandable language. This will ensure that their consumers have a clear understanding of how the paylater feature works.
- 3 According to the research, Shopee exhibits various characteristics from the perspective of the respondents, with the Paylater feature being particularly highlighted. This feature adds value and knowledge for consumers before they opt for Paylater as a payment option. Additionally, researchers advise caution and consideration regarding the risks and consequences associated with using Paylater, suggesting that it is not suitable for daily payment needs.

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