

## **CHAPTER 5**

### **CONCLUSIONS AND SUGGESTIONS**

#### **5.1. Conclusion**

Based on the results of the discussion, the conclusions in this study are as follows:

1. Relative Advantage (RA) has a positive and significant influence on Trust (T) so that conclusions can be drawn that the better the relative advantage that the website has, the more consumers will be encouraged to trust. Thus it is proved that hypothesis 1 which states a positive relationship between relative advantages to trust can be accepted.
2. Relative Advantage (RA) has a positive and significant influence on the Perceived Website Image (PWI) so that conclusions can be drawn that the better the relative effectiveness of a website, the more consumers will be encouraged to look at the website image. Thus it is proved that hypothesis 2 which states a positive relationship between the relative advantage of the perceived website image can be accepted.
3. Relative Advantage (RA) has a positive and significant influence on Perceived Website Reputation (PWR) so that conclusions can be drawn that the higher the relative advantage seen by consumers, the higher the perceived website reputation by consumers. Thus it is proved that hypothesis 3 which states a positive relationship between the relative advantage of perceived reputation websites can be accepted.
4. Perceived Website Reputation (PWR) has not significant effect on trust (T) so that it can be concluded that the better the perceived website reputation a website has will not make consumers trust. Thus it is proved that hypothesis 4 which states a positive relationship between perceived website reputation against trust is rejected because it has no significant.
5. Perceived Website Reputation (PWR) has a positive and significant influence on the Perceived Website Image (PWI) so that conclusions can be drawn that consumers who see the web reputation highly will see the website image

well. Thus it is proved that hypothesis 5 which states a positive relationship between perceived website reputation and perceived website image can be accepted.

6. Perceived Website Image (PWI) has a positive and significant influence on Attitude so that conclusions can be drawn that consumers who see a website image high will have good online shopping attitudes. Thus it is proved that hypothesis 6 which states a positive relationship between perceived website image and attitude can be accepted.
7. Trust (T) has a positive and significant influence on Attitude so that conclusions can be drawn that consumers who trust websites with high quality will have good online shopping attitudes. Thus it is proved that hypothesis 7 which states a positive relationship between trust and attitude can be accepted.

## **5.2. Suggestion**

### **5.2.1. Theoretical Suggestions**

This research has limitation which needs to differentiate the respondents of the marketplace, based on the market segmentation, so for the next research, hopefully, that can differentiate the respondents.

Also, the limitation of relative advantage study case. And hope that next research will study more about relative advantage and compare the object with online also not by traditional as the rapid growth of internet day by day.

### **5.2.2 Practical Suggestions**

Based on the research conducted, several recommendations can be given in the form of suggestions that can be taken into consideration for the Management of the Carousell website as the result of this research.

1. The Carousell website can hold discount events and show points useful for further benefits to customers.
2. The Carousell Website can add transaction features in the application that are useful for facilitating payment and purchase transactions.

3. The Carousell website can provide variations of games that can benefit sellers and buyers, by providing cashback vouchers and voucher points that can be exchanged for special gifts.
4. The Carousell website can work with the shipping expedition to make the program free of charge so that transactions at Carousell are not burdened with expensive shipping costs.
5. Carousell's website can upgrade websites and voice more about websites to people in Indonesia, especially Surabaya so that consumers can get to know the Carousell website well.
6. Carousell's website can increase the trust of consumers by choosing a seller who is truly honest and trustworthy.
7. The Carousell website can add several features in chat, such as video calls, and tracking items for expedited courier shipments, while adding location features for COD can be clarified and can use directories from google map.

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