CHAPTER 5
CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on result of hypothesis test and discussion on the previous chapter, there are some conclusion of this research are:

1. Word of mouth positively influence purchase intention on online shopping website of Shopee, so the first hypothesis accepted. This proves that word of mouth can increase purchase intention on Shopee.

2. Product information positively influence purchase intention on online shopping website of Shopee, so the second hypothesis accepted. This proves that product information can increase purchase intention on Shopee.

3. Website usability positively influence online purchase intention on website Shopee, so the third hypothesis accepted. This proves that website usability can increase the purchase intention on Shopee.

5.2 Suggestion
Based on conclusion, there are some suggestion that explained below:

5.2.1 Theoretical Suggestion
1. Further research expected to continue this study as research with additional variables such as promotion and consumer trust that can influence purchase intention

2. Further research expected to choose known object by many categories of respondents such as JD.id and Zalora in which the website is well known by consumer.

3. Further research expected to use research sample from other cities besides Surabaya in order to obtain encompass result of research.

5.2.2 Practical Suggestion

1. Website Shopee expected to involve on the comments after purchasing such as give feedback of its comment.

2. Website Shopee expected to give up to date information related product sold in order to fulfill information that potential buyer need.

3. Website Shopee expected to make consumer view that using internet as media to do purchasing is easy and pleasure.

REFERENCES

Ballantine, P. (2005). Effects of Interactivity and Product Information on Consumer Satisfaction in an Online Retail Setting. *International Journal of Retail and Distribution Management*, 461 - 471.

Benn, Y., Webb, T. L., Chang, B. P., & Reidy, J. (2015). What Information Do Consumers Consider, and How Do They Look For. *Appetite*, 265-273.

Brown, T. J., Barry, T. E., Dancin, P. A., & Gunst, R. F. (2005). Spreading the Word: Investigating Antecedants of Customer's Positive Word of Mouth Intentions and Behaviors in a Relating Context. *Journal of the Academy of the Marketing Science*, 33(2), 123-138.

Burney, A., Ejaz, A., Ali, S., & Siddiqui, F. (2017). Discovering the Correlation between Technology Acceptance Model and Usability. *International Journal of Computer Science and Network Security*.

Cao, X., & Mokhtarian, P. L. (2005). The Intended and Actual Adoption of Online Purchasing: A Brief Review of Recent Literature. 60.

Chang, T. Z., & Wildt, A. (1994). Price, Product Information, and Purchase Intention: An Empirical Study. *Journal of the Academy of Marketing Science*, 16-27.

Cho, Y. C. (2015). Exploring Factors That Affect Usefulness, Ease of Use, Trust, and Purchase Intention in the Online Environment. *International Journal of Management and Information Systems*.

Douglas, A. L., Marchal, W. G., & Wathen, S. A. (2007). *Teknik-Teknik Statistika dalam Bisnis dan Ekonomi Menggunakan Kelompok Data Global.* Jakarta: Salemba Empat.

Fournier, S. (1998). Consumer and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 4, 343-353.

Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS.* Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program SPSS.* Semarang: Badan Penerbit Universitas Diponegoro.

Gogoi, B. J. (2013). Study of Antendecents of Puurchase Intention and its Effect on Brand of Apparel. *International Journal of Sales & Marketing*, 73-86.

Gómez-Suárez, M., Martínez-Ruiz, M. P., & Martínez-Caraballo, N. (2017). Consumer-brand relationships under the marketing 3.0 paradigm: A Literature Review. *Frontiers in Psychology*, 8, 252.

Hackbarth, G., Grover, V., & Yi, M. Y. (2003). Computer Playfulness and Anxiety:Positive and Negative Mediator of the System Experience Effect on Perceived Ease of Use. *Information and Management*, 40, 221-232.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (1995). *Multivariate Data Analysis With Reading, Sixth Edition.* Pearson Prentice Hall.

Hasbullaha, N. A., Osmanb, A., Abdullahc, S., Nizam, S., Salahuddind, Ramleec, N. F., & Sohac, H. M. (2016). The Relationship of Attitude, Subjective Norm, and Website Usabilityon Consumer Purchase Intention to Purchase Online: An Evidence of Malaysian Youth. *International Economics and Business Management Conference*, 493-502.

Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer Behavior Building Marketing Strategy (11th ed).* New York, NY: McGraww Hill.

Hoehle, H., & Venkatesh, V. (2015). Mobile Application Usability: Conceptualization and Instrument Development. *Managment Information System Quarterly*, 39(2), 435-472.

Hussein, Z. (2016). Assessing the Purchasing Intetention of Malaysian Generation Y in Mobile Shopping. *International E-Journal of Advances in Social Sciences*, 424-431.

Khan, I., Ghauri, T. A., & Majeed, S. (2012). Impact of Brand Related Attributes on Purchase Intention of Cuatomer. *Interdiciplinary Journal of Contemporary Researach in Business*, 4(3).

Kinasih, R. (2016, October 4). *Indonesia's Ecommerce Landscape: 6 Takeaways from Indonesia's Online Battle Field*. Retrieved from www.ecommerceiq.asia: Source: https://ecommerceiq.asia/indonesia-ecommerce-landscape-2017/

Kotler, P. T., & Armstrong, G. M. (2010). *Principles of Marketing.* New Jersey: Pearson Prentice Hall.

Lee Wan-I, Cheng Shan-Yin, & Shih Y. Ta. (2017). Effects Among Product, Attributes, Involvement, Word of Mouth, and Purchase Intention in Online Shopping. *Asia Pasific Management*, 223-229.

Librianty, A. (2017, August 23). *Ini 10 Toko Online Terbaik di Indonesia*. Retrieved from Liputan6.com: http://tekno.liputan6.com/read/3068210/ini-10-toko-online-terbaik-di-indonesia

Liew, S. Y. (2015). Factors Influencing Consumers' Purchase Intention towards Online Group Buying in Malaysia. *International Journal of Electronic Marketing and Retailing*, 60-77.

Lim, W. M., & Ting, D. H. (2014). Consumer Acceptance and Continuance of Online Group Buying. *Journal of Computer Information System*, 87-89.

Marjan, M., Mohammad, R. E., & Ali, S. B. (2014). Influencing VSN users' purchase intentions: The roles of flow, trust and eWOM. *J. Res. Interact. Mark*, 8, 102–123.

Moslehpour, M., Pham, V. K., Wong, W.-K., & Bilgiçli, I. (2018). e-Purchase Intention of Taiwanese Consumers: Sustainable Mediation of Perceived Usefulness and Perceived Ease of Use. *Sustainability*, 17.

Moslehpour, M., Wong, W. K., Lin, Y. H., & Nguyen, T. L. (2017). Top purchase intention priorities of Vietnamese low cost carrier passengers: Expectations and satisfaction. *Eurasian Bus. Rev*, 1–19.

Naz, F. (2014). Word of Mouth and Its Impact on Marketing. *International Journal of Scientific and Research Publications*, 2250-3153.

Nieto, J., Hernández-Maestro, R. M., & Muñoz-Gallego, P. A. (2014). Marketing Decisions, Customer Reviews, and Business Performance: the Use of the Toprural Website by Spanish Rural Lodging Establishments. *Tour. Manage.*, 45, 115–123.

Prasetiyo, B. (2017, December 2). *Shopee: 3 Barang Ini Paling Banyak Diburu Pembeli*. Retrieved from Feedme: https://www.feedme.id/tren/barang-paling-banyak-diburu/2/

Prihadi, S. D. (2017, June 19). *Tiga Perilaku Unik Konsumen Belanja Online Indonesia*. Retrieved from www.cnnindonesia.com: https://www.cnnindonesia.com/teknologi/20170619100920-185-222683/tiga-perilaku-unik-konsumen-belanja-online-indonesia

Puspitasari, I., Musadieq, M. A., & Kusumawati, A. (2017). Y Gen's Online Buying Behavior: Indonesian Case. *Internationanl Journal of Humanities and Social Science Invention*, 6(5), 20-28.

Sekaran, U. (2006). *Metodologi Penelitian Untuk Bisnis, Terjemahan, Edisi Ke 4, Buku I.* Jakarta: Salemba Empat.

Setiawan, S. R. (2018, February 19). *Tahun 2017, Pengguna Internet di Indonesia Mencapai 143,26 Juta Orang*. Retrieved from www.kompas.com: https://ekonomi.kompas.com/read/2018/02/19/161115126/tahun-2017-pengguna-internet-di-indonesia-mencapai-14326-juta-orang

Solomon, M. R. (2011). Consumer Behavior. Buying, Having and Being. *Pearson ninth edition*.

Statista. (2017, July). *Internet user penetration in Indonesia from 2015 to 2022*. Retrieved from www.statista.com: https://www.statista.com/statistics/254460/internet-penetration-rate-in-indonesia/

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

Tribun News. (2018, March 24). *Ini Tiga Besar E-Commerce Berdasarkan Riset Terbaru Snapcart*. Retrieved from TribunNews.com: http://www.tribunnews.com/techno/2018/03/24/ini-tiga-besar-e-commerce-berdasarkan-riset-terbaru-snapcart

Umair, S. M., Bilal, H. M., Akhtar, M., & Bhatti, M. S. (2014). Determinants of Customer Intention for Online Shopping: A Study from Pakistan. *Journal of Sociological Research* , 248-272.

United Nation. (2015, November 30). *Some 3.2 billion people now online, but number still falls short of Internet target – UN report*. Retrieved from www.news.un.org: https://news.un.org/en/story/2015/11/516862-some-32-billion-people-now-online-number-still-falls-short-internet-target-un

Vollmer, C., & Precourt, G. (2008). *Always on: Advertising, marketing, and media in an era of consumer contro.* New York: McGraw-Hill.

Wang, S. L. (2003). Customer Testimonial and New Clips as Contextual Cues in the Costomer Cognitive Processing of Online Shopping: How Do They Buid Trust and Then Increase Purchase Intention? *Journal of Promotion Management*, 9,145-162.