

CHAPTER V

CONCLUSION AND MANAGERIAL IMPLICATION

This chapter consists of the conclusion of this research, as well as suggestion for the future research. This chapter will summarize the result of the research from the previous chapter, provide managerial implications as well as explain the limitations of this research and provide suggestions for future research that uses this research as a reference.

5.1 Conclusion

Based on the result and discussion that have been explained in previous chapter, the main conclusion of this research will be summarized as follow:

1. E-service quality of Itemku website/application significantly affect customer repurchase intention.
2. E-recovery of Itemku website/application significantly affect customer repurchase intention.
3. E-service quality of Itemku website/application significantly affect customer loyalty
4. E-recovery of Itemku website/application significantly affect customer loyalty.
5. Customer loyalty of Itemku website/application significantly affect customer repurchase intention.
6. E-service quality of Itemku website/application significantly affect customer repurchase intention that are mediated by customer loyalty.

7. E-recovery of Itemku website/application significantly affect customer repurchase intention that are mediated by customer loyalty.

5.2 Managerial Implication

According to these finding, e-recovery and e-service quality are very influential on customer repurchase intention. First, security in transactions is particularly important in online shopping because the experience in the transaction will be remembered by the customer and influence their decision to make a repeat purchase. Thereby, to make customers feel safe when making transactions, managers are suggested to develop their cybersecurity to reduce the possibility of weak website performance and customer confidentiality being stolen by hackers. Furthermore, e-service quality is also significant on customer repurchase intention. E-service quality aims for website to operate successfully and efficiently for use in conducting online transactions. Therefore, in order for the website/application to run efficiently, managers are advised to add new categories or create subcategories in each category product to make searching easier. Moreover, if the e-service quality and e-recovery goes well, customers will do repeat purchases and produce loyal customers.

This research found that e-service quality and e-recovery have a positive effect on customer loyalty, which means that the better the quality of e-service and e-recovery provided by Itemku e-commerce, the more loyal customers will be. The most important element in running a business is service. The first shopping experience that makes a good impression will make customers feel more comfortable. In this case, managers are suggested to provide recommendations for the best products or goods that suit their needs and increasing various payment methods to facilitate customers.

In addition, e-recovery is also significant in positively influencing customer loyalty, this means responsiveness, compensation and contact which are indicators of e-recovery being well implemented by Itemku e-commerce. Therefore, the managers are suggested to provide a path for customer to contact the seller before the transaction happened. With this, customers can ensure the availability of goods and convince themselves to do a transaction.

Customer loyalty as a mediation variable gives a beneficial outcome on e-service quality and e-recovery, Itemku are suggested to create customer loyalty. A significant variable can entirely affect buyers to repurchase again. Both variables are variable that affects customer repurchase intention both directly and indirectly. To increase customer loyalty through e-service quality and e-recovery, the managers should consider improving their website/application by creating a feature that help customer, and the security so it could create positive user's experience.

5.3 Research Limitation

1. R-Square result of customer loyalty are below 50% (0,404) which means that the e-service quality and e-recovery variables cannot predict the customer loyalty variable completely. This means that there is other variable outside of e-service quality and e-recovery that can affect customer loyalty.
2. E-recovery is the way company handling service failure that led to customer dissatisfaction. In this research, not all of the respondents have ever experienced bad e-service quality in Itemku e-commerce such as item or the number of items does not match. This may lead on low knowledge of how to

find customer service number or company's contact number. Therefore, there might be some bias on answering item indicator of e-recovery.

5.4 Suggestion for Future Research

1. There should be other variables that must be analyzed and tested that might affect customer loyalty such as customer satisfaction, brand trust and brand image. Previous research conducted by Azizan N S & Yusr M M (2019) stated that customer satisfaction, brand trust and brand image have a positive and significant influence on customer loyalty.
2. The future research should find the respondents who have experienced poor e-service quality so that they can answer the e-recovery section of the questionnaire properly. Therefore, the author suggests the future researcher to provide additional filter question for e-recovery question to reduce the bias in the future research.

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