

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This conclusions and recommendations are the result of the research entitled "Female Online Shoppers Examining the Mediating Roles of E-Satisfaction and E-Trust on E-Loyalty Development". Based on the data analysis results of 9 proposed hypotheses, there were 3 accepted hypotheses, which were H2, H7, dan H9. Meanwhile, the other six hypotheses, H1, H3, H4, H5, H6, and H8, were rejected.

5.1. Conclusions

Based on the result of this research, there were 9 hypotheses formulated. There were 6 insignificant hypotheses, which were H1, H3, H4, H5, H6, and H8. There were 2 significant hypotheses and 1 new finding hypothesis with significant result. But, there were 8 hypotheses that had positive direct influences and 1 hypothesis that had negative direct influence.

From this research findings, perceived delivery efficiency directly affected e-satisfaction of the store. The result of this research suggested that the waiting time between order and delivery was one of the major concerns for female shoppers shopping in Shopee. In addition, web site design, such as easy to navigate and friendly interface may also help satisfy online customers. However, this research had found that perceived online privacy did not significantly influence female consumers' e-trust. A possible reason for this finding was that Shopee typically had a unique online privacy setting. In addition, Shopee had an easy to use web site with fancy and modern homepages. They usually used interesting colorful feature and daily flash sale or

discount almost every day. As the result, Shopee web sites generally looked attractive their customers because it performed daily games in their web site. This research found that e-trust and e-satisfaction were important mediators of e-loyalty. Therefore, when customers had perceived e-trust from Shopee, they might feel comfortable and confident while shopping at that store. Thus, e-loyalty may also be formed.

5.2. Research Limitations

The limitations of the research were as follow:

1. The results were based on random selected sample that may create a bias from a single source data.
2. The result could only be applied in this research and cannot be generalized to different context. Because this research used a systematic random sample from Shopee buyers only.
3. This research used specific gender (female) its findings might not be applicable to different gender (male).

5.3. Recommendations

For empirical studies, the researcher suggests the future study to examine the other dimensions that might affect loyalty. Researcher also suggests the future study to examine more about those inconsistent results.

For marketers, this study will contribute in giving the understanding about enhancing consumer's perception about their satisfaction, trust and loyalty by improving the sellers delivery time, store web site design, e-tail security, and e-tail privacy. The marketers can be started by

creating the attributes that will affect consumers, such as entertainment and information disclosure. Thus, the users will be more attracted to the account and are motivated to be more satisfied and trust that would make loyal buyers. Besides that, it is important for marketers to consider the strong role of e-satisfaction and e-trust that affecting trust of the consumers. Therefore, marketers can provide excellent outcome quality by reducing consumer waiting time, offering low cost and also good quality products. Furthermore, competitive market situation of e-tail has important strategy for success in e-business to extend the business globally, understand and satisfy e-shoppers by improving e-service quality (web site design should be more interactive and easy to be used, delivery time during purchasing and delivered to customers, online security, online privacy).

