CHAPTER V

CONCLUSION AND RECOMMENDATION

This conclusion and suggestion is part of the research about "Examining students' perception of e-service quality in Go-food service" among perspective students in Yogyakarta. This research examined:

1) Whether website design can affect customer satisfaction of Go-jek company

2) The influence of reliability can affect customer satisfaction of Go-jek company

3) The influence of trust toward customer satisfaction

4) The influence of customer satisfaction that can affect customer loyalty

Based on the data analysis results, there are 3 hypothesis accepted, which are H1, H3, H4. Meanwhile, there is 1 hypothesis which is not accepted, which is H2 it is about the influence of reliability can affect customer satisfaction of Go-jek company.

5.1   Conclusion

From the result of this study, it can be seen that website design (WD), trust (T), and customer satisfaction (CS) has positively and significantly affected customer loyalty of Go-jek company that correspond with the result of analysis above.

However, researcher found that there is a result from the analysis that not significant. As we know showed above, the result of reliability (R) variable toward customer satisfaction (CS) is not significant. The results of the hypothesis that does not support showed that for H2 the significant value is the score of probability = 0.000 < Level of Significant = 0,05 (p = 0.000 < 0.05), meaning the hypothesis is not supported. In this hypothesis the researcher analyzes that there was no synchronization of the answer of

the respondents among another aspect of this research, it means there something error at the time answering the data that separated by researcher while every single data on this research is synchronize each other.

The hypothesis supported the results showed that the significant value of H1 is the score of probability = 0.000 < Level of Significant = 0.05 (p = 0.000 < 0.05), meaning that the hypothesis is supported, the significant value of H3 is the score of probability = 0.000 < Level of Significant = 0,05 (p = 0.000 < 0.05), meaning that the hypothesis is supported, the significant value of H4 is the score of probability = 0.000 < Level of Significant = 0,05 (p = 0.000 < 0.05), meaning that the hypothesis is supported.

H1 shows that a more intention of customers to use go-jek application that satisfied with the website design of application, this will affect to the customer satisfaction aspect that focused by go-jek company. H3 showed that a more intention of customers to use go-jek application that satisfied with the trust of application, this will affect to the customer satisfaction aspect that focused by go-jek company. H4 showed that when the previous aspect (H1 & H3) that significantly support to customer satisfaction variable and having more intention of customers to use go-jek application then customer satisfaction aspect will affect to the customer loyalty with the result that it is a main object of this research and as main focus of go-jek company to get customer loyalty.

5.2 Research Limitations

This research has several limitations that might be take an effect in the result regarding the research goals, the limitation as follow:

1) When separating the questionnaire, the researcher only focused on population which is the student under graduate, not focused also to the main target of this research that is users of Go-jek application.

2) There is a different perception in assuming reliability aspect of the product that offered in go-jek application with the result there is not significant hypothesis on this research.

3) Lack of references that identified by researcher with the result that not representing all audiences of this research.

4) This research was conducted only in Yogyakarta which is necessarily limited to the study's context. Different demographic areas can create different results of research because demographic factors can drive customer loyalty.

5.3 Recommendation

For further empirical studies, the researcher suggests to focus on another aspect not only the aspect that researcher analyze above as the object of this research and the researcher also can add the other factors to support customer satisfaction aspect and become customer loyalty aspect. The researcher also suggests can obtain the broader sample by taking the data sample not only to students under graduate in yogyakarta and giving the reasoning of the respondent to more accurate in analyze perception of the sample in explanation on this research, and besides that for the further research it will be better if researcher find more references to support this research in explanation.