CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis that has been done using SEM analysis, a few conclusions and recommendations are presented below:

5.1 Conclusions

The discussion and result from hyphothesis thesting on this reserarch is below:

1. Online customization has a positive and significant influence on e-satisfaction and e-trust. In line with the hypothesis (H1) online customization has a positive impact on e-satisfaction, and hypothesis (H2) online customization has a positive impact on e-trust.

2. Online customization does not have a significant effect on e-loyalty. Contradict with the hypothesis (H3) online customization has a positive impact on e-loyalty.

3. E-satisfaction has a positive and significant influence on e-loyalty. In line with the hypothesis (H4) e-satisfaction has a positive impact on e-loyalty.

4. E-trust has a positive and significant influence on e-loyalty. Hypothesis (H5) e-trust has a positive impact on e-loyalty.

5.1 Recommendations

Based on the discussion and conclusions, this research offers opportunities for future research, and a few recommendations for companies.

1. E-commerce who implement the online customization strategy should pay more attention to their websites, becauese, a good and user-friendly website design will make it easier for the customers to use the website and do the transactions on the website. Consequently, the customers will be satisfied with the company and they will be must likey to come back as repeat customers..

2. An e-commerce should build a trusted transactional strategy for their customers. The result from this research shows that not many of the customers are willing to reveal their credit card numbers in the website. Based on this finding, an e-commerce should build trust from customer so a long term relationship can be achieve.

3. Although there are few competitors in the online customization field, an ecommerce should maintain customer loyalty by improving the product and service quality. In addition, a few strategies can be carried out, such as providing dicounts, special event promotion in order to motivate customers to keep coming back and buying the product again.

4. For an e-commerce who apply online customization, it is suggested that they keep up with changing technology trends because technology plays an important role to business success.

5. For researchers who will conduct further research related to online customization on e-loyalty from online customization shop in Indonesia, it is recommended that more variables be added both independent and mediating variables that influence e-loyalty beside the variables used in this study.