

CHAPTER V

DISCUSSION

5.1 Result Analysis

The discussion provides an analysis of development electronic service quality framework in e-commerce site. In the electronic service quality framework, there are eight dimensions of electronic service quality which are web design, responsiveness, confidentiality of security, approachability of access, efficiency, system availability, fulfillment and merchandising. After the researcher define the fuzzy set as the measurement for every variable, then create the rule for every dimension and attributes of electronic service quality framework, it shows the output for each dimension based on the input score. The prioritized dimensions and attributes are based on the score on the fuzzy rule output, thus, there are two prioritized dimensions of electronic service quality framework, confidentiality of security and approachability of access.

Confidentiality of security as the prioritized dimension has two attributes to be considered, there are physical security that protect the privacy of customer in proper and financial security that focus on protect the transaction of customer from the error/broken. Those attributes are the prioritized attribute on confidentiality dimension from electronic service quality framework that is based on customer perception of electronic service quality framework. Approachability of access as the prioritized dimension has two attributes to be considered, there are provide the contact access to control the problem and complain of customer and provider has the customer service in online for 24 hours. Those attributes are the prioritized attribute on approachability of access dimension from electronic service quality framework that based on the customer perception of the electronic service quality framework.

The purpose of identifying the prioritized dimensions and attributes in electronic service quality framework in e-commerce site is to give a suggestion for manager in implementation of customer satisfaction. In confidentiality of security, physical and financial security have the same score, and both of them should be concerned. Physical security and financial security can be achieved by protecting the information in network. According to Patro et.al (2016) there are various security measures to be taken for e-commerce, the suggestion from the researcher is digital signatures and biometrics – retinal scan, fingerprints and voice, and for researcher suggest to have collaboration with some banking and assurances for the safety of the customer for long term, such as having the similar pin and the bank give the notification directly as the system being one.

Digital signatures are also referred to as electronic signatures, or e-signatures. Digital signatures are often used to implement electronic signatures in a broader term that refers to any electronic data that carries the intent of a signature, but not all electronic signatures use digital signatures. Practically speaking, each term refers to an electronic form of consent that authenticates a signer's identity. A digital signature can be thought of as a digitized mark of approval and is equivalent to a signature made with pen and paper. Digital signature software gives businesses the ability to collect these legally-recognized signatures with more speed and efficiency. Digital signatures are easily transportable, cannot be imitated by someone else, and can be automatically time-stamped (Rachana, 2013). Furthermore, the ability to ensure that the original signed message arrived means that the sender cannot easily repudiate it later. It is commonly used for software distribution, financial transactions, and in other cases where it is important to detect forgery or tampering. Digital signatures play a vital role in the organizations since this technology enables the businesses to reduce the human errors, ultimately minimizes the paper-work. The digital signature mainly for financial transaction and physical aspect in Tokopedia in order to protect the financial and physical attribute from confidentiality security dimension.

Biometrics is the science and technology of analyzing human body characteristics. Divided into two basic categories, biometrics technology collect data from physical or behavioral attributes related to the human body. Examples of physical biometrics in use today include facial recognition, iris recognition and fingerprint recognition while examples of behavioral biometrics include walking patterns, gestures and voice recognition. Behavioral biometrics can be viewed as the body's handwriting as it moves

through the world. This biometrics technology is the newest technology that recognize the characteristics of human being, this technology could protect the customer in Tokopedia while logging to the application.

In approachability access, ease of contact should be considered. According to Vishnoi (2018) Artificial Intelligence plays an important role in our life, having a major impact on how we live, work etc. There are several examples of AI and automation tools we use from customer service application to voice-powered assistants such as Apple's Siri, Google's home & Amazon Echo. As per research, 40% of millennials are already using voice search for online shopping.

Businesses are integrating Chatbots in their system to delight their customers and to improve brand image. Chatbots and virtual assistants are the future of any business. With the help of Chatbots you can order food, checking luggage at the airport, booking a hotel room, schedule flight and can get many recommendations regarding anything you can think of. Tokopedia can make it easy for their customers to place an order for your favorite product. The Chatbot will give you details regarding the status of your order, payment details etc. The researcher also gives the opinion to have a call directly at anytime for gaining any information or complain from the customer that will give extra service for customer while having trouble, Callbot with direct instruction will make the customer perception satisfy to Tokopedia.

Today e-commerce businesses are using various technologies to offer best services to their customers. E-commerce businesses are integrating Image Search Technology on their websites so customers can easily take the photo of products around them and can find similar products on a different website in best deal. This technology will make customer perception about Tokopedia as the easiest access of contact in product search. Tokopedia can make people see a beautiful couch but they found it costly, so in this case, they take a picture and use image search to find similar products at a reasonable rate. Integrating image search on Tokopedia will boost your revenue.