

CHAPTER VI

CONCLUSION AND SUGGESTION

6.1 Conclusion

Based on data processing and analysis that has been discussion above, the conclusion can be drive as:

1. The prioritized dimensions and attributes of electronic service quality in Tokopedia to be improved in order to be implemented in e-commerce company to satisfy the customer are confidentiality of security and approachability of access.
2. The action should do by manager of Tokopedia as e-commerce company to improve the satisfying of customer is focusing on the confidentiality of security in physical and financial aspects by protecting the customer privacy and finance, it could be achieved by Digital Signature and Biometric Technology. Manager also should consider in approachability access. Ease of contact for customer, such as Chatbot that using artificial intelligence that based on experience and could give direct information and decision for the customer in real time and Image Search.

6.2 Suggestion

This research only focuses on continuing the previous researcher in Tokopedia and the article that researcher use only one article. Further works could be developed in other research area and has more sample size.