

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

The research was conducted in order to find out the effects of the information's source credibility toward consumer's ability to adopt that information. There were also several mediating variables that included perceived risk, argument quality, and also information usefulness. The relationships of these variables constructed was gathered from the online questionnaires spread out by google form platform. As for more, the research sample was the Indonesian people in the range of 18-60 years old who had experienced an Online Travel Agent apps or websites and created purchases through it, in this case hotel bookings.

The findings of this research indicated that there were significant relationships of several indicators of e-WOM source credibility toward the consumer's level of information adoption. Moreover, other relationships of perceived risk, argument quality, and information usefulness were also significant toward the consumer's e-WOM information adoption. However, the findings also showed that there was one insignificant relationship among one of the indicators of e-WOM source credibility namely trustworthiness toward the perceived risk. From all of the result, there were seven approved hypotheses and one disapproved hypothesis.

This research revealed that most of the reviews provided by the majority of Online Travel Agent platforms had created reliable sources of information. People tend to use believable resources as their references to avoid risks when creating purchases, in this case hotel bookings as part of touristic products. This happened because as we know, purchasing something that we never been experienced it before can be too risky for us. Thus, the credibility of e-WOM information sources was very important to be considered.

5.2. Research Limitations

The researcher believed that this research was far from a definition of perfect in the making of it. There were still several things that were taken into account when the researcher conducted this research, as listed below:

1. The sample of this research might not represent all of the consumers that used Online Travel Agent platforms regularly in the making of purchases in Indonesia.
2. The 200 respondents participated as the sample of this research did not represent the whole population of Indonesia, as they did not come from all places across this country.
3. This research does not guarantee the same result and findings when the framework or model is tested in other different platforms because travel and tourism might be different with other economic sectors of industry.

5.3. Recommendations

For the future researchers that tried to exhibit the same field of study, the current researcher suggests them to modify the framework to find any other better possibilities of model that explain the relationship of e-WOM information source credibility and the consumer's level of adoption of information. For example, this model only tested the framework only until the information adoption. Perhaps in the future, the next research can add other variable such as purchase intention for instance.

Meanwhile, this research can also be implemented for managerial implication. First of all, it can be said that WOM communication can be a powerful tool to create exposure for a product or companies. Although it is seen as powerful, yet it is hard to be controlled. Hence, it is important for the managers to conduct carefully their business process as the best as they can, so that they can deliver their values in the best way as possible. In that way, people who already use the services and feel satisfied might create advocacy to other potential consumers. Second, as the Online Travel Agents became popular in this last several years, the managers of OTA must be able to ensure the completeness and reliability of the information regarding the hotel they offered in their platform. Thus, in the future, a positive and objective reviews from those who already experienced certain hotel, can be referred as reliable reference to others to create better future purchasing decision.