

## **BAB V**

### **PENUTUP**

#### **5.1 Kesimpulan**

Sesuai dengan hasil analisis atau penjabaran yang telah diolah dalam penelitian ini maka didapatkan penjelasan kesimpulan yang memuat jawaban atas rumusan masalah serta hasil pengujian hipotesis. Sehingga bisa disimpulkan hasil pada penelitian ini yaitu sebagai berikut :

1. Kualitas layanan elektronik berpengaruh signifikan positif terhadap kepuasan elektronik. Hal ini menunjukkan bahwa pentingnya kualitas layanan yang baik kepada pelanggan. Selain itu, pelayanan yang baik membuat konsumen merasa bahwa hanya perusahaan tersebut yang mampu memberikan pelayanan yang terbaik kepada pelanggannya.
2. Kepercayaan elektronik berpengaruh signifikan positif terhadap kepuasan elektronik. Kepercayaan merupakan dasar utama dalam belanja *online*. ketika kepercayaan sudah timbul dalam diri seorang pelanggan, maka sudah dipastikan bahwa produk atau jasa tersebut sesuai ekspektasi pelanggan.
3. Kepuasan elektronik berpengaruh signifikan positif terhadap niat membeli kembali. Hal ini menunjukkan bahwa kepuasan penting dalam memengaruhi niat membeli kembali. Simpulan tersebut menyatakan semakin tinggi rasa puas seorang pelanggan setelah berbelanja melalui *e-commerce*, maka semakin meningkat pula niat untuk membeli kembali.

## 5.2 Keterbatasan Penelitian

Penelitian ini telah dilakukan berdasarkan prosedur ilmiah, akan tetapi penelitian ini masih memiliki keterbatasan yaitu :

1. Penelitian ini berfokus hanya pada sektor pemasaran *online*.
2. Penelitian ini memiliki keterbatasan teknik pengumpulan data yang dilakukan melalui kuisioner sehingga akan menimbulkan jawaban responden dengan akurasi yang rendah.

## 5.3. Saran

Penelitian ini menghasilkan implikasi bagi beberapa pihak yang terkait, yaitu perusahaan dan penelitian selanjutnya yang berperan paling besar dalam mendorong berlanjutnya niat membeli kembali pada Tokopedia. Maka disarankan bagi Tokopedia untuk meningkatkan kepercayaan elektronik pada pelanggan dengan memberikan informasi produk yang lengkap dan akurat karena pelanggan akan menggali sebanyak-banyaknya informasi dan spesifikasi tentang produk yang akan mereka beli. Contoh, mengirimkan produk sesuai dengan *review* dan deskripsi produk sehingga pelanggan merasa bahwa produk yang diterima dapat memenuhi ekspektasi pelanggan serta mengirimkan produk yang aman dan tepat waktu agar dapat meningkatkan kepercayaan pelanggan pada Tokopedia. Bagi peneliti selanjutnya yang tertarik untuk melanjutkan penelitian ini, diharapkan untuk mengembangkannya dengan menggunakan variabel-variabel lain yang memengaruhi niat membeli kembali dan menambah jumlah sampel yang diambil agar penelitian ini dapat lebih dikembangkan lagi.

## DAFTAR RUJUKAN

- Affandi, A., Sarwani, Sobarna, A., Erlangga, H., Siagian, A. O., Purwanto, A., Effendy, A. A., Sunarsi, D., Wicaksono, W., Suyatin, Ariyanti, E., Wahyitno, Manik, C. D., Juhaeri, & Gunartin. (2020). Optimization of MSMEs empowerment in facing competition in the global market during the COVID-19 pandemic time. *Systematic Reviews in Pharmacy*, 11(11), 1506–1515. <https://doi.org/10.31838/srp.2020.11.213>
- Agung Kresnamurti Rivai, P., Rizan, M., Wibowo, A., & Ibrohim, M. A. (2020). The effect of service quality and servicescape on behavioural intention intervening with customer satisfaction. *International Journal of Innovation, Creativity and Change*, 12(12), 244–261.
- Ahdiat, A. (2022). *10 E-Commerce dengan Pengunjung Terbanyak di Indonesia Kuartal II 2022*. <https://databoks.katadata.co.id/datapublish/2022/11/21/10-e-commerce-dengan-pengunjung-terbanyak-kuartal-ii-2022>
- Al-Adwan, A. S., & Al-Horani, M. A. (2019). Boosting customer e-loyalty: An extended scale of online service quality. *Information (Switzerland)*, 10(12), 1–27. <https://doi.org/10.3390/info10120380>
- Anser, M. K., Tabash, M. I., Nassani, A. A., Aldakhil, A. M., & Yousaf, Z. (2021). Toward the e-loyalty of digital library users: investigating the role of e-service quality and e-trust in digital economy. *Library Hi Tech*, July. <https://doi.org/10.1108/LHT-07-2020-0165>
- Aqmala, D., Putra, F. I. F. S., & Wijayani, R. (2021). Faktor-Faktor Yang Mempengaruhi Peningkatan Loyalitas Pelanggan Blibli.Com. *Holistic Journal of Management Research*, 5(1), 10–25. <https://doi.org/10.33019/hjmr.v5i1.2095>
- Asmarina, N. L. P. G. M., Yasa, N. N. K., & Ekawati, N. W. (2022). Role of Satisfaction in Mediating the Effect of Perceived Ease of Use and Perceived Usefulness on Purchase Intention. *International Research Journal of Management, IT and Social Sciences*, 9(5), 690–706. <https://doi.org/10.21744/irjmis.v9n5.2164>
- Azarine, S., & Yolanda, M. (2022). Effect of E-Service Quality and E-Trust on Customer E-Repurchase Intention and Customer E-Satisfaction as Intervening Variable (Case Study: Shopee Users). *Journal of Small and Medium Enterprises*, 1(1), 16–27. <https://doi.org/10.24036/jkmb.xxxxxxxx>
- Azhar, A., Syahla Dilla, R., Faridl, W., Yusuf, R. T., Purwaningdyah, S. W. S., & Fatihah, T. (2021). Whether E-Service Quality and E-Trust Are Able to Influence E-Customer Loyalty Through E-Customer Satisfaction on E-Commerce Lazada in Bandung City. *Psychology and Education*, 58(1), 6324–6330. [www.psychologyandeducation.net](http://www.psychologyandeducation.net)

- Bernarto, I., Wilson, N., & Suryawan, I. N. (2019). Pengaruh Website Design Quality, Service Quality, Trust dan Satisfaction Terhadap Repurchase Intention (Studi Kasus: tokopedia.com). *Jurnal Manajemen Indonesia*, 19(1), 80–90. <https://doi.org/10.25124/jmi.v19i1.1987>
- Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Maulana, A., Safitri, K., Fahlevi, M., & Sulisty, A. B. (2022). *International Journal of Data and Network Science*, 6, 477–486. <https://doi.org/10.5267/j.ijdns.2021.12.006>
- Firmansyah, N., & Ali, H. (2019). Consumer Trust Model: The Impact of Satisfaction and E-Service Quality toward Repurchase Intention in E-Commerce. *Saudi Journal of Humanities and Social Sciences*, 4(8), 552–559. <https://doi.org/10.21276/sjhss.2019.4.8.4>
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 8(2), 351–370. <https://doi.org/10.5267/j.uscm.2019.11.004>
- Hair, Joe F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hendra, D. (2018). *Jalan Panjang Tokopedia Menjadi Unicorn Indonesia*. SWA.Co.Id. <https://swa.co.id/swa/profile/jalan-panjang-tokopedia-menjadi-unicorn-indonesia>
- Ikawati, K., Militina, T., & Achmad, G. N. (2021). The Effect of Celebrity Endorsers and Advertising Attractiveness on Brand Image and Purchase Decisions for Tokopedia Application Users in Samarinda. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(2), 461–471. <http://www.jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/2625>
- Javed, M. K., & Wu, M. (2020). Effects of online retailer after delivery services on repurchase intention: An empirical analysis of customers' past experience and future confidence with the retailer. *Journal of Retailing and Consumer Services*, 54(January), 101942. <https://doi.org/10.1016/j.jretconser.2019.101942>
- Khan, M. A., Zubair, S. S., & Malik, M. (2019). An assessment of e-service quality, e-satisfaction and e-loyalty: Case of online shopping in Pakistan. *South Asian Journal of Business Studies*, 8(3), 283–302. <https://doi.org/10.1108/SAJBS-01-2019-0016>

- Marliana, R. R. (2019). Partial Least Square-Structural Equation Modeling Pada Hubungan Antara Tingkat Kepuasan Mahasiswa Dan Kualitas Google Classroom Berdasarkan Metode Webqual 4.0. *Jurnal Matematika, Statistika Dan Komputasi*, 16(2), 174. <https://doi.org/10.20956/jmsk.v16i2.7851>
- Mbete, G. S., & Tanamal, R. (2020). Mbete, G. S., & Tanamal, R. (2020). Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100. <https://doi.org/10.20956/jmsk.v16i2.7851>
- Memon, M. A., Ramayah, T., Cheah, J. H., Ting, H., Chuah, F., & Cham, T. H. (2021). Pls-Sem Statistical Programs: a Review. *Journal of Applied Structural Equation Modeling*, 5(1), i–xiv. [https://doi.org/10.47263/JASEM.5\(1\)06](https://doi.org/10.47263/JASEM.5(1)06)
- Nasution, A. E., Putri, L. P., & Lesmana, M. T. (2019). Analisis Pengaruh Harga, Promosi, Kepercayaan, dan Karakteristik Konsumen terhadap Keputusan Pembelian Konsumen pada 212 Mart di Kota Medan. *Prosiding Seminar Nasional Kewirausahaan*, 1(1), 194–199. <https://jurnal.umsu.ac.id/index.php/snk/article/view/3594>
- Ngoc Duy Phuong, N., & Thi Dai g, T. (2018). Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Marketing and Branding Research*, 5(2), 78–91. <https://doi.org/10.33844/mbr.2018.60463>
- Park, J. Y., & Thangam, D. (2019). What makes customers repurchase grocery products from online stores in Korea. *International Journal of E-Business Research*, 15(4), 24–39. <https://doi.org/10.4018/IJEBR.2019100102>
- Prahiawan, W., Fahlevi, M., Juliana, J., Purba, J. T., & Tarigan, S. A. A. (2021). The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop. *International Journal of Data and Network Science*, 5(4), 593–600. <https://doi.org/10.5267/j.ijdns.2021.8.008>
- Purnamasari, I., & Suryandari, R. T. (2023). Effect of E-Service Quality on E-Repurchase Intention in Indonesia Online Shopping: E-Satisfaction and E-Trust as Mediation Variables. *European Journal of Business and Management Research*, 8(1), 155–161. <https://doi.org/10.24018/ejbmr.2023.8.1.1766>
- Rahayu, S. (2021). Pengaruh Harga, Kepercayaan dan Kualitas Produk Terhadap Keputusan Pembelian Pengguna E-Commerce Tokopedia. *Mbia*, 20(1), 40–50. <https://doi.org/10.33557/mbia.v20i1.1271>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Santoso, V. A., & Farida, N. (2020). Pengaruh Website Design dan E-Service

- Quality Terhadap E-Repurchase Intention Melalui E-Trust (Studi pada Pelanggan Lazada di FISIP Universitas Diponegoro). *Jurnal Ilmu Administrasi Bisnis*, 9(4), 634–642. <https://doi.org/10.14710/jiab.2020.28973>
- Sekar Langit, N. (2022). *No Title*. Kompas.Com. <https://lifestyle.kompas.com/read/2022/12/09/220733920/survei-1200-pengguna-tokopedia-jadi-platform-belanja-online-paling?page=all>
- Sekaran, Uma & Bougie, R. (2016). *Research Methods for Business*.
- Solimun, S., & Fernandes, A. A. R. (2018). The mediation effect of customer satisfaction on the relationship between service quality, service orientation, and marketing mix strategy and customer loyalty. *Journal of Management Development*, 37(1), 1–11.
- Tawakal, I., & Untarini, N. (2016). Pengaruh Kualitas Layanan, Harga, Dan Kemudahan Terhadap Kepuasan Pelanggan Tri Di Surabaya. *Jurnal Ilmu Manajemen (JIM)*, 4, 103–108.
- Ulum, F., & Muchtar, R. (2018). Pengaruh E-Service Quality Terhadap E-Customer Satisfaction Website Start-Up Kaosyay. *Jurnal Tekno Kompak*, 12(2), 68. <https://doi.org/10.33365/jtk.v12i2.156>
- VO, N. T., Chovancová, M., & Tri, H. T. (2020). The Impact of E-service Quality on the Customer Satisfaction and Consumer Engagement Behaviors Toward Luxury Hotels. *Journal of Quality Assurance in Hospitality and Tourism*, 21(5), 499–523. <https://doi.org/10.1080/1528008X.2019.1695701>
- Wilis, R. A., & Nurwulandari, A. (2020). The Effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 4(3), 1061–1099. <http://journal.stiemb.ac.id/index.php/mea/article/view/609>
- Wu, J., Wu, T., & Schlegelmilch, B. B. (2020). Seize the Day: How Online Retailers Should Respond to Positive Reviews. *Journal of Interactive Marketing*, 52, 52–60. <https://doi.org/10.1016/j.intmar.2020.04.008>
- Yin, W., & Xu, B. (2021). Effect of online shopping experience on customer loyalty in apparel business-to-consumer ecommerce. *Textile Research Journal*, 91(23–24), 2882–2895. <https://doi.org/10.1177/00405175211016559>
- Zhang, T. C., Gu, H., & Jahromi, M. F. (2019). What makes the sharing economy successful? An empirical examination of competitive customer value propositions. *Computers in Human Behavior*, 95, 275–283. <https://doi.org/10.1016/j.chb.2018.03.019>