

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

According to the results research and discussion in the previous chapter so here are the following conclusions can be drawn:

1. E-service quality has significant effect toward customer satisfaction on Traveloka.com.in Indonesia.
2. Price has significant effect toward customer satisfaction on Traveloka.com in Indonesia.
3. Media advertising has significant effect toward customer satisfaction on Traveloka.com. in Indonesia.
4. Customer satisfaction has significant effect toward re-purchase intention on Traveloka.com in Indonesia.
5. E-service quality has significant effect toward re-purchase intention on Traveloka.com in Indonesia.
6. Media advertising has significant effect toward re-purchase intention on Traveloka.com in Indonesia.
7. E-service quality has significant effect toward re-purchase intention mediated by customer satisfaction on Traveloka.com in Indonesia.
8. Media advertising has significant effect toward re-purchase intention mediated by customer satisfaction on Traveloka.com in Indonesia.



#### 5.2 Research Implication

The finding in this research According to e-service quality variable has positive affect toward customer satisfaction and impact to re-purchase intention on Traveloka.com.com in Indonesia. That's can help the Traveloka.com.com to improve their e-service quality and make their user satisfied and they customer will trigger to using or ordering again. However, if the Traveloka.com.com not consider with their quality of service and make their customer not satisfied and the

customer willing move used the other online travel agent and make so the Traveloka.com.com will not survive on the future because there are so many competitor out there.

After that, the finding in this research regarding price variable has positive affect to customer satisfaction on Traveloka.com.com in Indonesia. From this finding we can see the price on Traveloka.com.com has affect to customer satisfaction and that's mean if the price increases high so the customer will not satisfied and vice versa if the price decrease will make they customers satisfaction. After the customer satisfied and willing to using again. From this finding so the Traveloka.com.com can maintain their price and make the compatible price with other competitor to survive in the future.

Furthermore, the implication on this research is the advertising media variable has positive affect to customer satisfactions and impact to re-purchase intentions on Traveloka.com.com in Indonesia. This finding means, if the Traveloka.com.com create the advertising on media and give the more information about their promotion in the media can create the user of Traveloka.com.com felling happy and satisfied, and then they have felling want to try. However, if the Traveloka.com.com do not create the advertising on media, so their consumer will not get the information about their promotion and the customer will not trigger to using the Traveloka.com.com and they can move to other competitor who have they know the promotion valid right now.

### **5.3 Research Limitation**

There is some limitation in this research. First, because the condition of Covid19 which limits social distance and movement, the survey in this study was conducted online from potential domestic tourists throughout Indonesia which could influence and limit the findings in this study. For further research can be build more hypothesis with more respondents. In addition, further researchers can also carry out research on all online travel agent and give the comparison between online travel agent in Indonesia.

#### **5.4 Suggestion**

Further research can be carried out by looking at the limitations of this research which can be used as a source of ideas for the development of this research in the future. The suggested research expansion of this study is to add independent variables that affect customer loyalty and re-purchase intention. In addition, the research indicators used in this study can be added with other indicators outside of this research that are relevant to the research to be conducted.

