

CHAPTER V

CONCLUSION

5.1 Research Conclusion

Based on the result that we find from Structural Equation Modelling (SEM) using SmartPLS software and the result of this research described on the previous chapter (Chapter IV) regarding the influence of web design quality, electronic word of mouth, trust repurchase intention at Tokopedia, it conclude as follows:

1. Web design quality has positive and significant effect on trust at Tokopedia. This means that the higher level and design of web design quality will increase trust level of customer on vendor and e-commerce in this case is Tokopedia.
2. Electronic word of mouth has positive and significant effect on trust at Tokopedia. This means the higher level of EWOM such as reviews and rating from previous customer will increase trust of other customers at e-commerce in this case is Tokopedia.
3. Trust has positive and significant effect toward repurchase intention at Tokopedia. This means trust level will influence repurchase intention at e-commerce. The higher the level of trust, the higher the level of repurchase intention.
4. Trust has positive and significant influence to mediated relationship between web design quality and repurchase intention. This means trust as strong predictor that mediated the effect of web design quality and repurchase intention at Tokopedia. Consumer will receive trust from the higher level and feature of website design quality of Tokopedia that influence them to making repurchase at Tokopedia.

5. Trust has positive and significant influence to mediated relationship between electronic word of mouth and repurchase intention. This means trust as strong predictor for electronic word of mouth and repurchase intention. Consumer have trust at Tokopedia cause of review of ewom that influence them to making repurchase at Tokopedia.

6. Web design quality has positive and significant influence on repurchase intention at Tokopedia. This means higher levels of web design can be referenced electronic to choose e-commerce to doing repurchase.

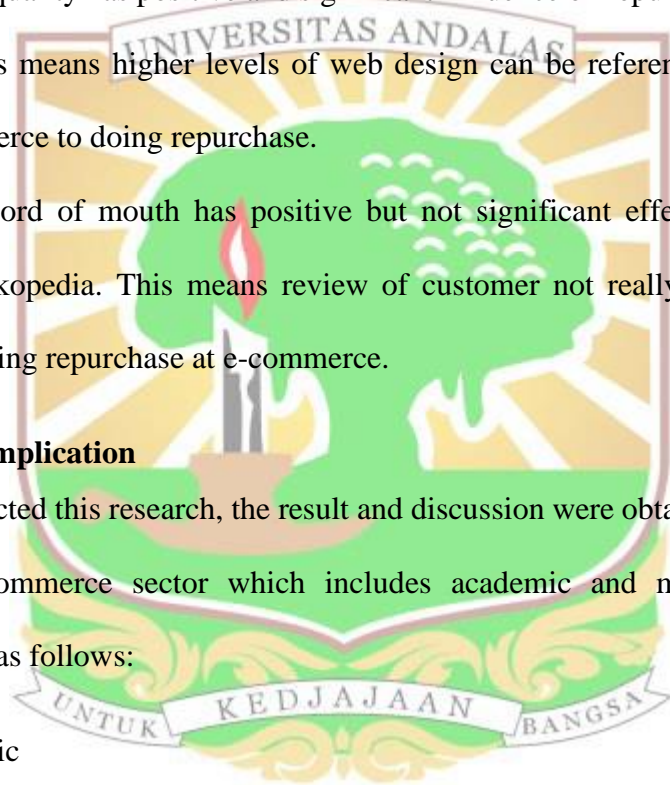
7. Electronic word of mouth has positive but not significant effect on repurchase intention at Tokopedia. This means review of customer not really affect customer decision to making repurchase at e-commerce.

5.2 Research Implication

After conducted this research, the result and discussion were obtained which could be used in ecommerce sector which includes academic and management. The implication are as follows:

1. Academic

This research provides information about e-commerce especially Tokopedia. This research examines repurchase intention can influence by several reason like repurchase intention, EWOM and trust. This research provides benefit for increasing knowledge to increase insight about the influence of web design quality, electronic word of mouth, trust on repurchase intention at Tokopedia.



2. Management

This research expected to help e-commerce sector to give them information how important web design quality electronic word of mouth to make customer trust and doing repurchase on the site or e-commerce

5.3 Research Suggestion

1. In order to represent student of Andalas university and accurate data, the researcher suggest processing data with more respondent
2. Further research is recommended to take respondent from others university or can compared public university and private university
3. For the further research suggest adding more variable to find which factors that influence repurchase intention at e-commerce

