

CHAPTER V CONCLUSION

This chapter will be imparting the conclusion from the findings and discussion of the research which has been proven in the previous chapter which followed via the evaluation of the attainable drawback in this study and implication for the viable future directions for the research

5.1 Research Conclusion

In accordance with the description of the analysis and discussion that has been carried out, several conclusions can be submitted, namely as follows:

1. The results of testing the first hypothesis using the trust variable, were found to have a positive regression coefficient of 0.642. This value is reinforced by a sig value of 0.000. the data processing is carried out using an error rate of 0.05. the results obtained show the value of sig $0.000 < 0.05$. So it can be concluded that trust has a positive and significant effect on consumer purchase decisions in the city of Padang. shop through the Tokopedia website.
2. The results of testing the second hypothesis using the service quality variable have a positive regression coefficient of 0.923. This value is reinforced by a sig value of 0.000. the data processing is carried out using an error rate of 0.05. the results obtained show the value of sig $0.000 < 0.05$. So it can be concluded that service quality has a positive and significant effect on consumer purchase decisions in the city of Padang. shop through the Tokopedia website.

5.2 Implication

In line with the description of the conclusions described above, several important implications can be proposed, namely:

1. Tokopedia website managers are expected to maintain the reputation of website services, this is done in the form of ensuring the safety and comfort of service users. With the increasing trust that consumers have, users will encourage a stronger public decision to choose Tokopedia as an alternative e-commerce website in doing online shopping. In addition, to encourage user trust, Tokopedia service managers must maintain their commitment to customers, by offering quality original products, having better completeness than other websites and always maintaining the accuracy of receiving and delivering products ordered by customers.
2. The Tokopedia website manager is expected to continue to improve the quality of service to customers, this effort is carried out by increasing the responsiveness of website services to customers who use the website. This suggestion is important to encourage the stronger confidence of website service users to continue using Tokopedia services, especially in the city of Padang. In addition, Tokopedia managers must always update, as well as maintain their consistency and commitment to provide the best service for all customers who shop through Tokopedia.

5.3 Research Limitations

The researcher realizes that this research that has been completed still has a number of shortcomings and weaknesses caused by the limitations that the researcher feels, namely:

1. The sample size used in this study is relatively small, while the users or customers of Tokopedia users are relatively large or do not have an unlimited number.
2. From the description of the theoretical framework, it is identified that the consistency of service quality perceived by customers will encourage increased consumer confidence, thus encouraging the strengthening of consumer purchasing decisions in using Tokopedia. Thus the trust variable will be a moderating variable.
3. If referring to the coefficient of determination obtained, it can be seen that the R-square value obtained is still far below 1, thus indicating that there are still a number of variables that can influence consumer purchasing decisions in shopping through the Tokopedia website.

5.4 Suggestion

In accordance with the description of the conclusions described above, several suggestions are proposed that can be useful for:

1. For future researchers, it is expected to increase the sample size that will be used. This can be done by changing the sampling method that will be used. these suggestions are important to improve the quality of research results obtained in the future.
2. In the future, it is recommended to use the trust variable as a moderating or intervening variable, because the nature of the trust variable is to mediate the relationship between service quality and consumer purchasing decisions to carry out online shopping activities.
3. Future researchers are expected to try to find a number of other variables that also influence consumer decisions in shopping at Tokopedia, such as brand

trust, safety and various other variables. these suggestions are important to improve the quality of research results obtained by researchers in the future.

