CHAPTER V

CONCLUSION

5.1 Conclusion

The purpose of this study was to analyze the Effect of Omni-Channel Capability towards Customer Satisfaction through Online Experience and Value Co-Creation as Mediating Variables. The research was conducted using a quantitative approach which included primary data collection, by distributing online questionnaires in Google Forms to 167 customer who have experienced omni-channel in ACE Hardware Indonesia. In the 5 research hypothesis formulations, various tests such as descriptive analysis, evaluation of measurement models (convergent validity, discriminant validity, and reliability tests), evaluation of structural models (R-Square) and hypothesis testing were carried out using SmartPLS 4.0. After all data has been collected and processed using SmartPLS 4.0 and Microsoft Excel it can be concluded that:

1. There is a positive and significant effect of omni-channel capability towards online experience. This means that the higher the omni-channel capability, the higher the online experience experienced by the customer in ACE Hardware Indonesia.

2. There is a positive and significant effect of omni-channel capability towards value co-creation. This means that the higher the omni-channel capability, the higher the value co-creation experienced by the customer in ACE Hardware Indonesia.

3. There is a positive and insignificant effect of online experience towards customer satisfaction. This means that the online experience doesn't really affect the customer satisfaction of ACE Hardware Indonesia's customers.

4. There is a positive and significant effect of value co-creation towards customer satisfaction. This means that the higher the value co-creation, the higher the customer satisfaction experienced by the customer in ACE Hardware Indonesia.

5. There is a positive and insignificant effect of omni-channel capability towards customer satisfaction. This means that the omni-channel capability doesn't really affect the customer satisfaction of ACE Hardware Indonesia's customers.

6. There is a positive and insignificant effect of online experience to mediate between omni-channel capability toward customer satisfaction. This means that online experience is not a strong predictor to mediate the effect of omni-channel capability towards customer satisfaction.

7. There is a positive and significant effect of value co-creation to mediate between omni-channel capability toward customer satisfaction. This means that online experience is a strong predictor that mediates the effect of omni-channel capability towards customer satisfaction.

5.2 Research Implications

After the researchers conducted the research, the results and discussions were obtained which could be used as implications for the retail sector which includes academics and business. The implications are as follows:

1. Academics

This research is expected to provide information about the retail businesses (especially ACE Hardware Indonesia) in responding to the development and change of technology and customer needs nowadays. This research examines omni-channel that is able to influence by several variables such as customer satisfaction through online experience and value co-creation. This research provides benefits for increasing knowledge and insight which improve a better understanding about the effect of omni-channel capability on customer satisfaction through online experience and value co-creation.

2. Business

This research is expected to help retail businesses (especially ACE Hardware Indonesia) to understand and adapt to the current business situation where digital adoption is growing rapidly. Customers nowadays most likely purchase from omni-channel which requires businesses to create their experience better. Therefore, this research can be a reference for retail businesses to create an omni-channel experience that satisfies customer needs with online experience and value co-creation.

The retailer also needs to consider strengthening the value co-creation so that ACE Hardware Indonesia will be able to give the best experience and satisfaction to the customers.

5.3 Research Limitations

Based on the research that has been done, the results of this study still have many shortcomings and have limitations that might affect the desired results, therefore

these limitations are expected to be paid more attention to future researchers, where the weaknesses that researchers encountered include:

1. In this study which targets customers of ACE Hardware Indonesia as the sample population, the data that can be processed in this study are limited. Where only 167 respondents were able to analyze the lack of capabilities and tools to process very large data. Therefore, it may not be representative of the entire population. So that this study has not been able to get all members of the population to be used as research samples. Limitations in the form of time, cost and effort in reaching all members of the population are limitations of the researcher.

2. This research is based on situation in 2022. Due to the rapid change of technology where this will most likely happened in the future, the research finding might be different on each year.

3. This study collects responses from various places in Indonesia which scattered from social media to assess omni-channel in ACE Hardware Indonesia. However, the conditions of each branch of ACE Hardware may be different, so that it can lead to different perceptions and responses from each individual and each region.

4. Data was collected using an online questionnaire intended only for people with Internet access. This can distort research results. In addition, the distribution of questionnaires online or via the Internet cannot guarantee that respondents can answer with original answers.
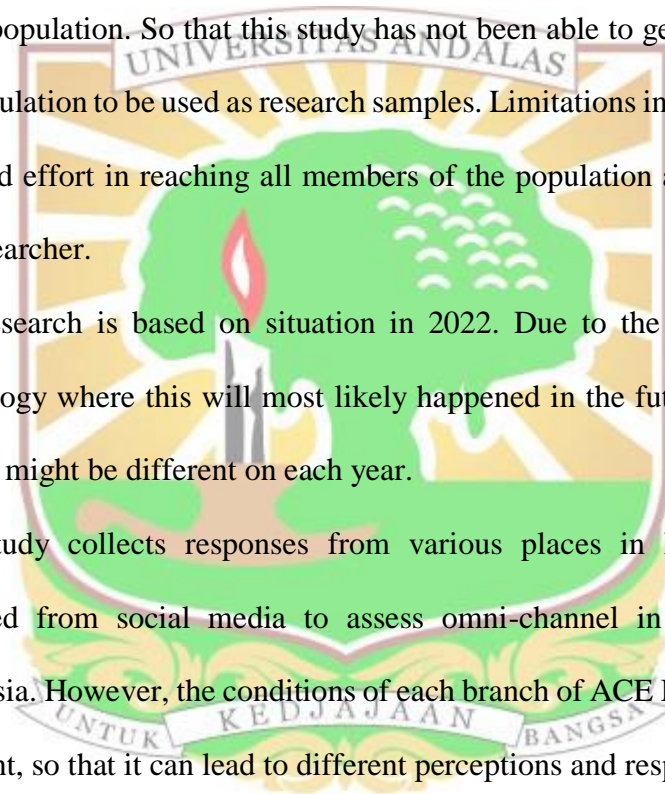
5. This study discusses the effect of omni-channel on customer satisfaction through online experience and value co-creation as a mediating variable. The limitation is that the researcher cannot find previous research that discusses the exact same model with the exact same title, so the researcher must compile several research findings to formulate research hypotheses.

6. In this study, the researcher did not include the city or location of respondents in the questionnaire. So the result might differ in each place taken by the respondent.

5.4 Suggestions

Based on the results of the research and the description of the conclusions above, the authors provide several suggestions that may be useful for academics or any related parties to research topics regarding the influence of threat severity and threat susceptibility mediated by travel fear on resilience. As for some suggestions that researchers can give, as follows:

1. In order to represent respondents throughout Indonesia and accurate data, the researcher suggests processing data with more respondents.

2. Further research can make a comprehensive questionnaire, but it is still understandable and interesting so that respondents can easily understand and are willing to fill out the questionnaire properly and correctly.

3. Further research can add other relevant and up-to-date variables, outside the variables that already exist in this study.

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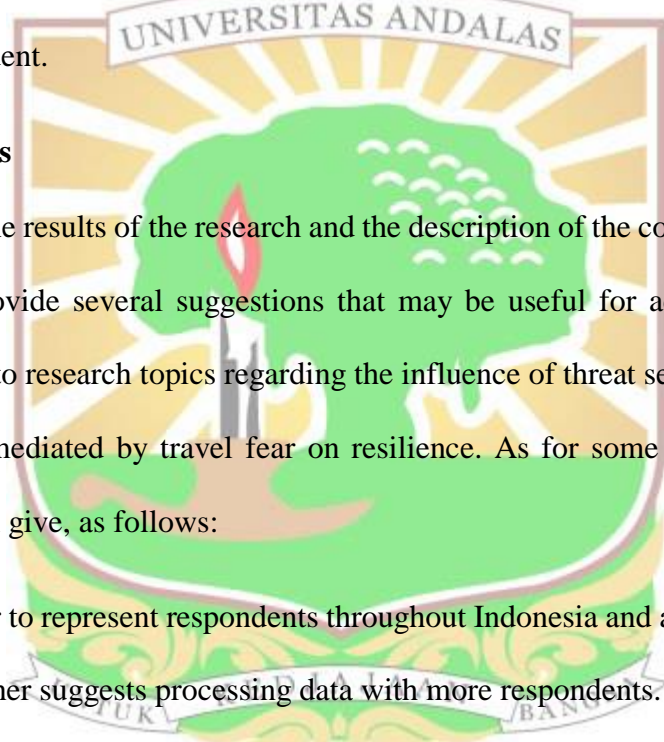
4. Further research is recommended to take the research object from others retailer than ACE Hardware, because not many of the research using this variable.

5. It is hoped that this research can be a reference for further researchers as a literature review and as a reference source for researchers who will conduct research on omni-channel capability, customer satisfaction, online experience and value co-creation.

6. In the future, the researcher needs to include the city or location of respondents in the questionnaire in order to create a more detailed analysis and accurate measurement in the research.

7. ACE Hardware Indonesia needs to introduce the MISS ACE to customers in several ways, such as through incentives, discounts, and exchangeable points with online channels, and educate the customers through advertisements, especially in online ads, which specifically targeted customers with certain interests with ACE Hardware products.

8. ACE Hardware Indonesia needs to improve its online presence, not only in one platform in MISS ACE. The retailers can also make their presence on other e-commerce like Shopee and Tokopedia like what IKEA does so the customers will easily reach out to ACE Hardware Indonesia.

9. In the future, ACE Hardware Indonesia needs to step up its online experience with several tools that developed nowadays based on the advancement of technology. The retailer can leverage Virtual Reality, Augmented Reality,
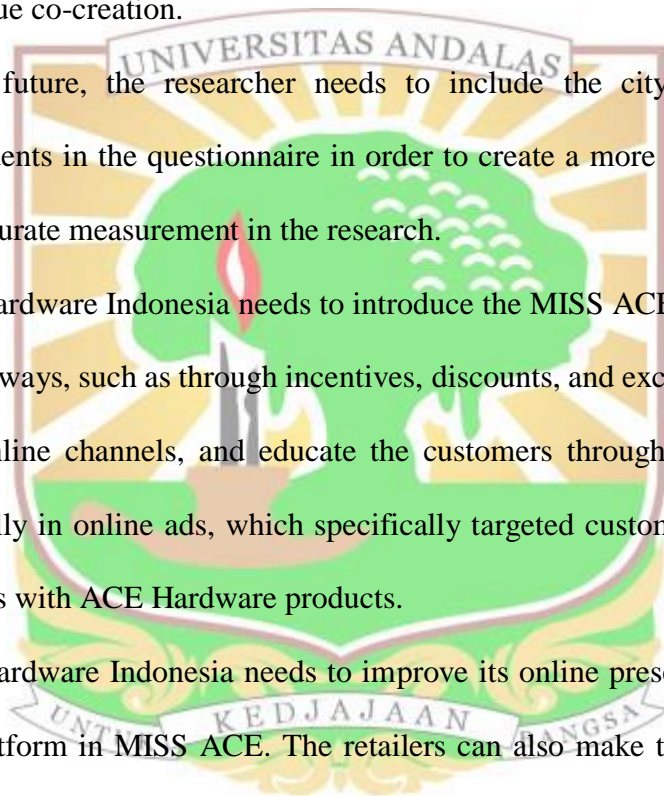
Artificial Intelligence, 360 Experience, etc. So that the experience of experiencing the product of ACE Hardware Indonesia will become better.