CHAPTER V

CLOSING

This chapter summarizes the findings of the study, by title Analysis the effect online experience and e-service recovery on customer loyalty with customer satisfaction as intervening variable at tokopedia. This chapter also presents the limitation of research and makes recommendations for future research.

5.1 Conclusion

The aim of this research is to see the effect of online experience and e-service recovery on customer loyalty, with customer satisfaction as an intervening variable at Tokopedia. Researchers used primary information obtained via Google Forms and delivered it to Generation Z in Padang City. The reason why Generation Z was chosen is because it and the millennial generation have had a significant impact on the growth of e-commerce in Indonesia. Together, these two generations are responsible for 85% of all transactions, with Generation Z accounting for 36% of all transactions and the millennial generation accounting for 49% of all transactions (Muazam, 2020). Generation Z, as well as the generation that dominates Indonesian populations, and their personalities, have been dubbed "digital natives." The primary data for this research was collected by spreading an online questionnaire to Padang citizens who met the requirements. The requirements for filling out the questionnaire are: females who were born in 1997–2004 (ages 18–25); respondents who are Generation Z and

domicile in Padang. Consumers have used and are using Tokopedia as a means of online shopping; the respondent has experienced service failure on Tokopedia; and the last one is an online rating score of more than 80%, or 4 stars (this criterion was added because there is no fear if the store with a lower rating is also included here). In addition, online questionnaires were distributed via social media and also directly to respondents and collected using Google Forms. As a result, 203 respondents came from several universities and places in Padang city. Furthermore, this research is using Microsoft Excel 2019 and SmartPLS 3.2.9 to process and analyze the data. Then, from the data that has been collected, seven hypotheses can be concluded and explained:

1. The online experience positively and significantly affects customer satisfaction. This finding is consistent with previous research indicating that e-commerce can use their online experience to increase customer satisfaction by providing a positive one. According to Syahnur et al. (2020), Pei et al. (2020), and Hasfar et al. (2020), the online experience has a significant impact on consumer satisfaction.

2. Customer satisfaction is positively and significantly affected by e-service recovery. This conclusion is consistent with earlier studies indicating that e-commerce can use e-service recovery to improve customer satisfaction by developing a solid service recovery. In prior studies, Jung et al. (2017), Mashaqi et al. (2012), Alversia and Wijayanti (2019), and Dinka (2016) analyzed the

impact of service recovery on customer satisfaction. According to a prior study, e-service recovery has a significant positive effect on consumer satisfaction.

3. Customer satisfaction has a positive and significant effect on customer loyalty. (Ardi and Yulisetiarini, 2018) and (Ardi and Yulisetiarini, 2018) indicate that e-commerce can employ consumer satisfaction to enhance loyalty by providing a positive experience (Hasfar et al., 2020). Hasfar et al. (2020) discovered that customer satisfaction has a considerable effect on customer loyalty. Ardi and Yulisetiarini (2018) likewise found that consumer satisfaction has a large positive effect on customer loyalty.

4. Online experience has a positive and significant effect on customer loyalty. This conclusion is consistent with Hasfar et al. (2020) and Eskiler et al. (2019) findings that e-commerce can use its online experience to increase customer loyalty by creating a positive experience (2022). Hasfar et al. (2020) and Eskiler et al. (2022) both found that the consumer experience has a significant positive effect on customer loyalty. Customer satisfaction can make customers more loyal to a company. When customer satisfaction is high, customers are also more loyal to the company. The most important factor in customer satisfaction is meeting customer expectations, so it needs to be improved all the time. Customer commitment can also grow when customers are happy. Customers are more likely to stay with a company if they like their online experience.

5. The effect of e-service recovery on loyalty is positive but not statistically significant. This result is consistent with the findings of earlier studies, which
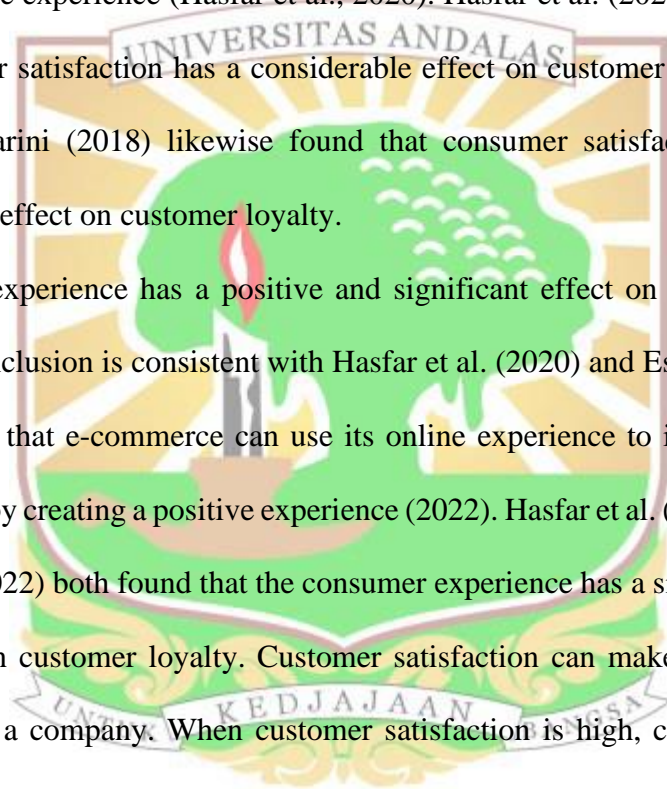
found that e-commerce companies can boost customer loyalty by improving the quality of the e-service recovery they offer, despite the fact that this change does not significantly affect the customers' loyalty to the company (Salim et al., 2018).

6. E-service recovery positively influences customer loyalty through the full mediation role of customer satisfaction. This research revealed that most of the respondents agreed that Tokopedia has good service recovery on its website, application, and Tokopedia Care. It appears that it makes them happy with Tokopedia as an e-commerce site. Lastly, it also increased loyalty. Salim et al. (2018) and Wibisono et al. (2020) found that the handling of customer complaints (service recovery) has no effect on customer loyalty and that customer satisfaction plays a variable role in intervening in the relationship between E-service recovery and loyalty through the full mediation role of customer satisfaction. And Mashaqi et al. (2020) mention that e-recovery service, which is affected by responsiveness, compensation, and contact, can lead to improved customer satisfaction. This in turn increases online repurchase intentions, ultimately resulting in long-term profits.

7. The online experience positively influences customer loyalty through the full mediation role of customer satisfaction. The majority of respondents in this study used Tokopedia frequently and had positive experiences with it, which helps them strengthen their customer satisfaction. Then, all of these actions positively impacted loyalty. Previous research supports this research (Chandra,
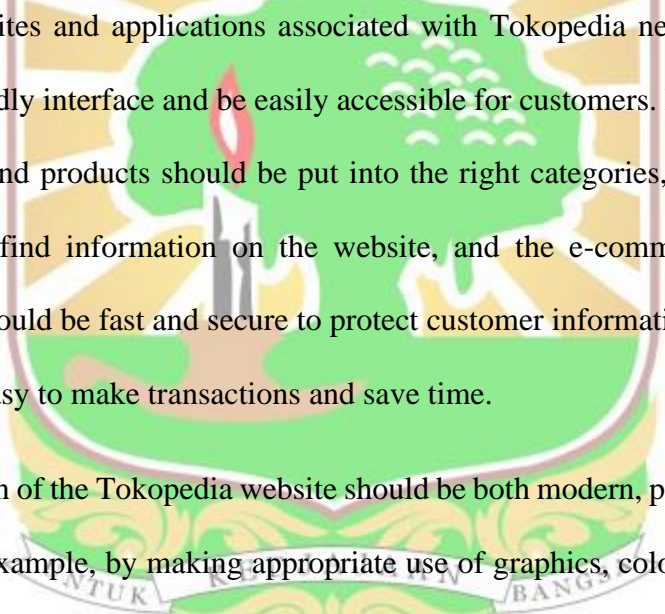
2014). Customer satisfaction enhances the online loyalty experience. The research proves that customer experience has a significant impact on customer loyalty, mediated by customer satisfaction, and the same goes for research in the city (2021).

5.2 Implications

Based on the results of this research, the researcher came up with several implications based on the findings of the research that can be used to enhance the understanding of the effect of online experience and e-service recovery on customer loyalty, with customer satisfaction as an intervening variable at Tokopedia

1) For academic purposes, this research is expected to serve as a theoretical reference or an insight for future research on the breadth of online experience and e-service recovery, with a particular focus on e-commerce. This study looked at how online experience and e-service recovery affect e-commerce to improve customer satisfaction and loyalty. As the number of individuals in Gen Z has grown and digitalization has developed, this study looked at how these factors affect e-commerce. This study focuses on the online experience and e-service recovery in e-commerce, both of which have the ability to increase the deployment of e-commerce as an online platform for the transaction of marketing business. This has the potential to make customers satisfied and increase their loyalty, both of which are beneficial to the business.

2) For Tokopedia, other e-commerce websites, or other businesses that are similar. The goal of this research is to help e-commerce brands and other related businesses improve how they use their websites and apps. A good online experience and e-service recovery can be used to get the most out of a website, which can increase customer satisfaction and loyalty. There are a number of good e-commerce strategies that other businesses can use to make customers satisfied and maintain their loyalty. Some of these are:

• The websites and applications associated with Tokopedia need to have a user-friendly interface and be easily accessible for customers. For example, services and products should be put into the right categories, it should be easier to find information on the website, and the e-commerce service system should be fast and secure to protect customer information. This will make it easy to make transactions and save time.

• The design of the Tokopedia website should be both modern, pleasing to the eye (for example, by making appropriate use of graphics, colors, and fonts for the posted materials), and up-to-date. It's important that the pages load quickly and don't take too long. This also goes for To improve customer satisfaction and keep them coming back, the e-commerce platform really needs to be given attention.

• The e-commerce website should function properly in terms of the ease of access to online services, the complete responsiveness and compensation of the

website, and the commitment of website owners to their promises in order to increase consumer satisfaction and loyalty. Consumers place a high level of importance on the likelihood of websites keeping their promises, emphasize the importance of privacy and promptness in orders given from websites, and take into account the increased availability of after-sale services and the convenience of getting in touch with representatives of the company.

- to try to figure out why there have been multiple service failures and mistakes so that the company can come up with the best solution for any problems or complaints that may come up in the future. As a direct result of what they've learned from past service failures, companies can now predict when service failures will happen in the future and act quickly to improve how well service is delivered. As a direct result of what they've learned from past service failures, companies can now predict when service failures will happen in the future and act quickly to improve how well service is delivered. Every customer should be treated the same, so any complaints can be dealt with quickly.

So, other companies in the same industry can use these strategies as good advice for how to use their website. This research has shown that the content on Tokopedia's website and app has a positive effect on customer satisfaction and loyalty.

This research also assists the company in learning more about customer loyalty and how Generation Z purchases online through e-commerce. Aside from that, the company can use this research to figure out how to make their digital marketing

relevant to Gen Z, as it is expected that this generation will control the market and affect all ages and economic levels.

5.3 Limitation

The researcher identified the following constraints when doing the study:

1. The first limitation of this study is that it focuses solely on online experience, e-service recovery, and customer satisfaction. Other variables may also influence customer loyalty.

2. In terms of respondents, this research is limited to members of Generation Z who identify as Tokopedia users and were born between 1997 and 2004.

3. This research only covers one city in Indonesia, which is Padang.

4. In terms of e-commerce, Tokopedia is the only online marketplace that this research focuses on.

5. There are some problems with using questionnaires for research, such as the fact that sometimes the answers given by the sample don't reflect the real state of things.
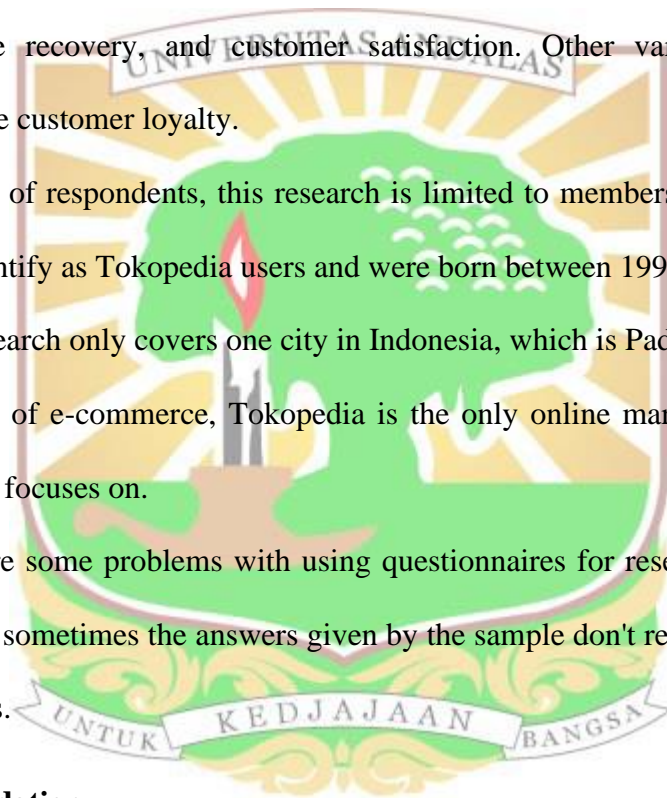
5.4 Recommendation

Future researchers who are interested in exploring a comparable topic might consider the following suggestions:

1. In the subheading of the questionnaire, potential researchers in the future might develop or construct a more modest explanation in order to make it simpler for respondents to grasp the variable context.

2. Due to the fact that this study was carried out only in Padang City, the researchers have the opportunity to widen the scope of their research in subsequent studies to include not only the city but also all of the inhabitants of Indonesia on an equal basis.

3. In order for future studies to gain a more thorough list of the characteristics that impact customer loyalty, other variables need to be added. These variables include e-commerce image and customer relations, for example.

4. Future research Comparing multiple units of analysis i.e. comparing some research objects, that is, by adding some organization or addition of governmental, health, or institutions Education or Social Institutions, also need to do research on more e-commerce like shopee, bukalapak, and also if its possible do the research related to bhineka.com

The next researchers can also conduct other variables to explain the effect online experience and e-service recovery on customer loyalty with customer satisfaction as intervening variable at Tokopedia.