

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Research Conclusion

In online shopping, customers will experience various kinds of experiences related to the products and services offered, where the experience felt by customers will certainly affect their desires and expectations for the online shopping site, when the experience felt by customers has met what they expected then it is This indicates that customers are satisfied with the existence of an online shopping site, and when the experience felt by customers is in accordance with their wishes, the possibility of buying back on an online shopping site will increase. According to some experts like (Farida, 2019; Molinillo et al., 2019; Rose et al., 2012) customer experience when shopping online is divided into two dimensions, namely experiences related to cognitive and experiences related to affective.

Cognitive online experience is everything related to the mental processes of customers that provide experiences related to products and services offered on online shopping sites, experiences related to cognitive online experience are the appearance and features provided on online shopping sites, the quality of information that can be felt by customers , convenience in efficiency of time, energy, money and other benefits offered on online sites (Rose et al., 2012). While affective online experience is a series of things related to the mental processes of customers related to mood, attitudes, emotional customers that shape the psychology of customers in the use of online sites such as convenience,

enjoyment, safety, and excitement when using online shopping sites (Molinillo et al., 2019).

In connection with this, this study was conducted to identify the influence of cognitive online experience and affective online experience on customer satisfaction and loyalty in the millennial generation in West Sumatra, in addition this study looks at the mediating role provided by customer satisfaction in terms of influencing the relationship between cognitive online experience and affective online experience on customer loyalty to the millennial generation in West Sumatra.

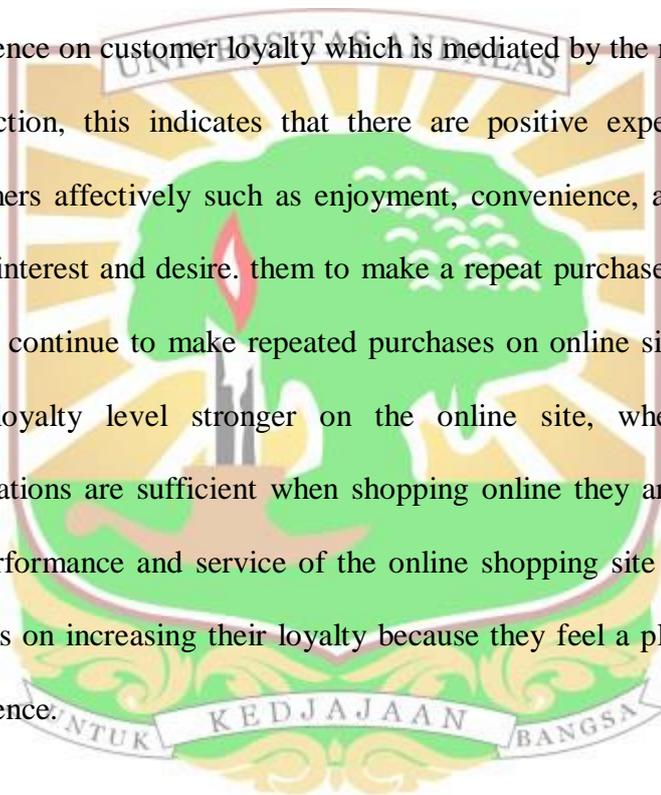
Based on the results of data processing carried out on 126 millennial generation respondents in West Sumatra regarding the influence of customer experience on customer satisfaction and loyalty, the following conclusions are obtained:

- The sampling technique used to get the 126 respondents is purposive sampling technique, the reason for using this technique is optimizing sampling so that it can reach the purpose of the study, to detect loyal customers the author uses a screening technique at the beginning of the questionnaire, after the feedback questionnaire is received by the author, the data then tabulated and processed using the Smart Equation Model technique from Smart PLS 3 for measuring validity and reliability, R-square, and research hypothesis testing, before that the descriptive results on each indicator have also been tested with the help of SPSS V.26 and forwarded with the help of Microsoft Excel to find the total achievement of respondents.

- Based on the results of the hypothesis testing that has been carried out, the results show that cognitive online experience and affective online experience positively and significantly affect customer satisfaction in the millennial generation in West Sumatra, this indicates that the involvement of the experience felt by millennial customers can affect the level of customer satisfaction, when the millennial generation Millennials have a shopping experience that can meet their expectations, the level of satisfaction related to the online shopping system will increase.
- The results of the hypothesis test also show that cognitive and affective online experience also positively and significantly affect customer loyalty in the millennial generation in West Sumatra, when millennial customers have positive experiences related to online shopping, the desire to repurchase will continue to increase, because they are influenced by assessments that consider the many benefits they will get when shopping online compared to the offline shopping process, then this will make their loyalty level to shop online stronger.
- The results of hypothesis testing in this study also show that the mediating role of customer satisfaction is not able to significantly influence the relationship between cognitive online experience and customer loyalty in the millennial generation in West Sumatra. The cognitive experience felt by millennials in West Sumatra can make them like shopping online without having to feel satisfied with the online shopping site, this is because there are other factors outside of cognitive experience when shopping online that can affect their level of satisfaction, so that their

level of loyalty increases comes from the experience of online shopping cognitively not mediated by satisfaction in the millennial generation in West Sumatra.

- Another hypothesis test in this study examines the mediating role of customer satisfaction in influencing the effect of affective online experience on customer loyalty. The results of this indirect hypothesis test indicate that there is a positive and significant effect of affective online experience on customer loyalty which is mediated by the role of customer satisfaction, this indicates that there are positive experiences felt by customers affectively such as enjoyment, convenience, and security can affect interest and desire. them to make a repeat purchase process, where if they continue to make repeated purchases on online sites it will make their loyalty level stronger on the online site, where when their expectations are sufficient when shopping online they are satisfied with the performance and service of the online shopping site and this has an impacts on increasing their loyalty because they feel a pleasant affective experience.



## 5.2 Research Implication

Based on the findings in this study, several theoretical and practical implications are expected to contribute and be useful for the parties involved in the research objectives, as follows:

### 1. Theoretical Implications

The results of these findings are studying customer experience that can be used for retailers to assess its effect on customer satisfaction and

customer loyalty, and customer experience cognitively and affectively is part of learning consumer behavior so that retailers can understand customer expectations when shopping, when customer experience is positively positive. If cognitive and affective can be fulfilled then this can be a source of competitive advantage through the creation of customer satisfaction and loyalty.

These findings can be a reference for further research in examining what factors can influence consumer behavior so that companies can gain competitive advantage and added value through understanding consumer behavior, just as consumer behavior can be studied through cognitive and affective experiences that they feel when shopping. online, besides that the object in this study can be an example of a generational group that likes to shop online and for future researchers to use objects such as generation Y or female shoppers as relevant objects that can be researched. In addition, if further researchers want to examine the same object, they can find out customer experience research on the level of customer satisfaction and loyalty through the addition of other variables such as trust and so on as a measure of customer satisfaction and loyalty in addition to researching related to customer experience.

## **2. Practical Implications**

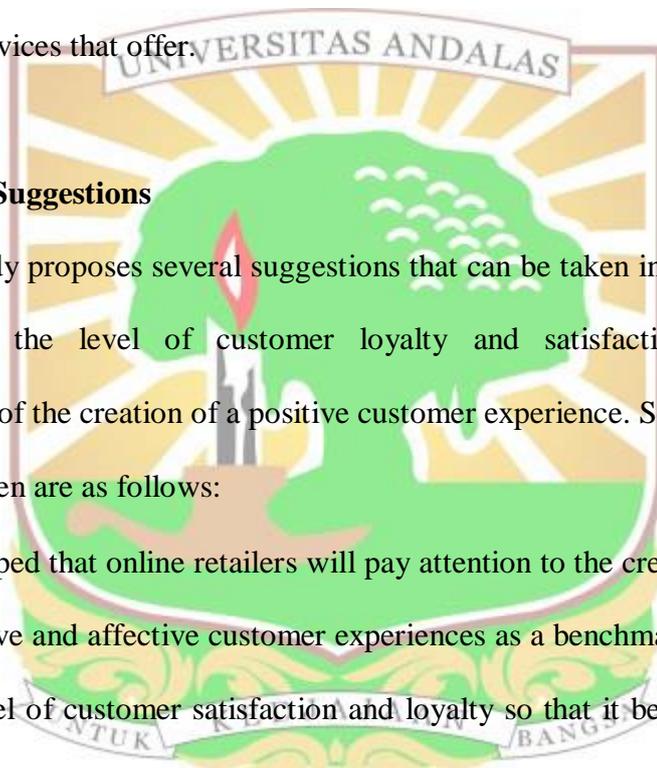
The findings in this study are part of learning from consumer behavior, where retailers if they want to achieve a high level of customer loyalty and satisfaction, a strategy is needed regarding understanding consumer behavior itself through the experience felt by the customer. In

addition, these findings are a form of research renewal. related to cognitive and affective online experience on customer satisfaction and customer loyalty in the millennial generation in West Sumatra. For further researchers, if you want to discuss the same topic, you can study and research in depth regarding what factors can affect customer satisfaction and loyalty for the millennial generation, how can retailers do to meet customer expectations so that they are satisfied and loyal to the products and services that offer.

### **5.3 Research Suggestions**

This study proposes several suggestions that can be taken into consideration in increasing the level of customer loyalty and satisfaction through an understanding of the creation of a positive customer experience. Some suggestions that can be given are as follows:

- It is hoped that online retailers will pay attention to the creation of positive cognitive and affective customer experiences as a benchmark in increasing the level of customer satisfaction and loyalty so that it becomes an added value for the retailer in achieving competitive advantage.
- The millennial generation is a productive and active generation in online shopping, so if online sellers want to increase sales success and competitive advantage, these retailers must understand the shopping behavior of the millennial generation, such as how their shopping experience can be a concern in assessing the level of loyalty and their satisfaction.



- To strengthen research on the same topic or study, it is recommended to add other hypotheses in this study. As is known, if the influence of cognitive and affective online experience on customer satisfaction and customer loyalty is in the range of 50%, then to strengthen this research, other variables such as Trust, Price, and e-quality can be added as benchmarks that can affect satisfaction and loyalty.

#### 5.4 Research Limitations

Some of the limitations faced in carrying out this research are related to the mediation role that is used only one, which is customer satisfaction, in addition to the screening process of respondents who can fill out the questionnaire in this study, where they must be born in 1980 - 1994 so they must be given an understanding before filling out questionnaire related to the age group of respondents who can fill out the questionnaire.

In addition, research related to cognitive online experience and affective online experience is relatively rarely studied, so researchers have difficulty finding references related to this research.

