

CHAPTER V

CLOSING

5.1 Conclusion of Research

It is possible to draw the following conclusions about the research in light of the findings of the analysis and discussion:

1. Price is positive but insignificant to customer loyalty at Tokopedia customers. This indicates that the price carried out has not been able to create customer loyalty for Tokopedia.
2. E-Service quality is positive but insignificant to customer loyalty at Tokopedia customers. This indicates that the electronic quality of service perceived by consumers has not met the expectations of customers so that it has not been able to create loyalty at Tokopedia customers.
3. Brand Image has a positive and significant effect on customer Loyalty at Tokopedia customers. This indicates that the brand image perceived by customers has met the expectations of customers so that it has been able to create customer loyalty at Tokopedia customers.
4. Sales Promotion is positive but insignificant to customer loyalty at Tokopedia customers. This indicates that the Promotion of sales perceived by consumers has not met the expectations of customers so that it has not been able to create loyalty at Tokopedia customers.
5. Customer satisfaction has a significant influence on customer loyalty at Tokopedia. This proves that the more satisfied customers are with

the services provided by Tokopedia, the customers will continue to shop at Tokopedia.

6. Price is positive but insignificant to customer satisfaction at Tokopedia customers. This indicates that the price carried out has not been able to create customer satisfaction for all Tokopedia customers.
7. E-Service quality has a positive and significant influence on customer satisfaction at Tokopedia. This indicates that the better the quality of electronic service provided by Tokopedia from their application and website to customers, the greater the satisfaction of consumers.
8. Brand Image has a positive and significant effect on customer satisfaction at Tokopedia customers. This indicates that the brand image perceived by customers has met the expectations of customers so that it has been able to create customer satisfaction at Tokopedia customers.
9. Sales Promotion is positive but insignificant to customer satisfaction at Tokopedia customers. This indicates that the Promotion of sales perceived by consumers has not met the expectations of customers so that it has not been able to create satisfaction at Budiman Tokopedia customers.
10. Customer satisfaction are unable to mediate the effect of price and customer loyalty on Tokopedia customers. This indicates that the price carried out has not been able to meet their expectation at Tokopedia.

11. Customer satisfaction mediates the effect of e-service quality and customer loyalty on Tokopedia customers. This means that the e-service quality perceived by customers results in satisfaction and has an impact on customer loyalty at Tokopedia.

12. Customer satisfaction mediates the effect of brand image and customer loyalty on Tokopedia customers. This means that the brand image perceived by customers results in satisfaction and has an impact on customer loyalty at Tokopedia.

13. Customer satisfaction are unable to mediate the effect of sales promotion and customer loyalty on Tokopedia customers. This means that the promotion perceived by customers are not yet meet their expectations at Tokopedia.

5.2 Implication of Research

The results of this study have several important implications for increasing customer loyalty for Tokopedia customers and other marketplaces. Management and employees should increase prices, e-service quality, brand image, and sales promotions because they can have a good influence in creating customer satisfaction so that it can lead to customer loyalty. The results of this study can be seen and used as a reference. The thing that must be done by the manager is to carry out routine maintenance related to e-service quality so that customer services and complaints can be resolved immediately and by providing special training to Tokopedia staff in

increasing the speed of response in service, it can be seen that customers are increasingly satisfied in e-service quality.

In terms of price, managers must pay attention to prices that are in accordance with the quality of products and services. This can be seen from the majority of respondents who are still dissatisfied with the price of goods on Tokopedia. By adjusting the price to the product and the price recommendation, it is hoped that it can retain customers to continue shopping in the future. ce by the manager as a picture obtained in increasing business success.

Based on the results of this study, it is known that brand image has a high average. This shows that Tokopedia has made a good perception to customers so that it leads to customer loyalty and customers feel comfortable when shopping online at Tokopedia. Tokopedia managers need to maintain customer perceptions and brand image that have been built very well and are expected to continue to increase the number of loyal customers.

Price, e-service quality, brand image and sales promotion are directly related to customer loyalty, so these four things must be considered by the marketplace to create satisfaction and create loyalty for customers. Satisfaction felt by customers is an important key in creating loyalty, so that the marketplace can stay in business for a long time and be favored by customers.

5.3 Research Limitation

Some of the research's limitations are as follows:

1. Data on the population were only collected from end of January until February week 3 of 2023. SEM-PLS was the only data analysis technique employed in this research.
2. The data collected are restricted since this study relies on quantitative data from an online Google Form that respondents completed.
3. This study only examines the effect of price, e-service quality, brand image, sales promotion and customer satisfaction variables on customer loyalty so that it does not investigate other things that can also influence customer loyalty.
4. This research is only relevant for customers who have have shopped online at Tokopedia.

5.4 Sugesstion

There are a number of suggestions for future research that may be made based on the findings and limitations of this study, including:

1. It is hoped that further research will be able to different data analysis method.
2. To get better research findings than the current research, the sample will either be changed or the number of respondents will be increased.
3. It is hoped that future research will be able to include more variables that can have an impact on how the variables in this study relate to one another.
4. It is expected to replace the object study other than Tokopedia with another marketplace to examine the validity of the research further