

CHAPTER V

CONCLUSION

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation present in study, implication and possible future directions for the research.

5.1 Conclusion of the Research

The purpose of this research to find out the relationship between information privacy concern and purchase intention with trusting belief as mediator in electronic retailing. This research also finds out whether variables have significant relationship and positive effect or not. This research is using primary data collected by spreading 120 questionnaires to respondents who have had experienced base online retailer. There are four hypotheses developed in this research to test electronic user perception towards electronic retailer. Therefore, the analysis of results, are:

1. Information privacy concerns have a significantly negative influence on purchase intention. The less degree of information privacy concerns will influence the less degree of purchase intention in customers towards electronic retailing.
2. Information privacy concern will positively influence trusting belief toward the retailer. The high degree of information privacy concern will influence the high degree of trusting belief in electronic retailer.
3. Trusting belief towards online retailer will positively influence purchase intention in electronic retailer. The high degree of trusting belief influences the less degree of purchase intention toward electronic retailing. This hypothesis is not supported.
4. Trusting belief mediates the effect of information privacy concern towards purchase intention. This hypothesis is supported.

5.2 Implications of the Research

This research creates several implications for researchers and practitioners. For researchers, this research is for improving the understanding about situational normality, information privacy concerns and trusting belief. For practitioners or electronic retailer organizations, this research can be used as a source of information to understand relationships about situational normality, information privacy concerns and trusting beliefs. E-retailers could use this information to set up a strategy to build trust with their customers. Electronic retailers could use this information to set up a strategy to build trust with their customers.

As the result in this research reveals that under trusting belief condition a consumer will likely develop a purchase intention towards the electronic retailing company with trusting belief as mediator.

5.3 Limitation of the Research

Researchers found some limitations when conducting this research. Some of the limitations are as follows:

1. The sampling technique which is used is non-probability, so it is difficult to generalize and the number of samples which are used is too little.
2. This research has limitations of the response bias of the respondents. Response bias is the information given by respondents through questionnaires sometimes does not show the actual opinion of the respondents. This happened because of the inability of the respondents to understand the items of each point in the questions. So that the honesty of respondents in answering the questions and the limitation time given to them in filling the questionnaires are slightly inappropriate.

5.4 Recommendation of the Research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the next research, the number of samples used for the next research could be propagated / multiplied.
2. For the next research, the location of research can be expanded
3. For the next research, different variables can be added or encompassed regarding the topic of the research in order to create and found varieties of the result.
4. For the next research it will be better if we can reveal the reason why the effect of information privacy concerns and trusting belief differ in each regions and findings/research

