

## CHAPTER V

### CLOSING

This is the last chapter of the research, which contains of conclusion, limitation, implication of the research and recommendation for further research. In this chapter, there will be an explanation about the result, discussion and inference from the research objectives, specifically to see the influence of e-Store Usefulness, e-Store Ease of Use, e-Store Enjoyment, e-Store Trustworthiness, e-Store Style, and e-Store Familiarity on Attitude towards Purchase Online and the influence of Attitude towards Purchase Online on Intention to Purchase Online.

#### 1.1 Conclusion

The objective of this research are to analyze the influence of e-Store Usefulness, e-Store Ease of Use, e-Store Enjoyment, e-Store Trustworthiness, e-Store Style, and e-Store Familiarity on Attitude towards Purchase Online and the influence of Attitude towards Purchase Online on Intention to Purchase Online to e-Store Adorable Project at Andalas University. Previously, the collected data from questionnaire of this research has been processed through Smart PLS 3.0 software with Partial Least Square (PLS) analysis. From the result of processed data which has been obtained in previous chapters, some conclusion can be taken as follows:

1. e-Store Usefulness has a positive and significant influence on Attitude towards Purchase Online to e-Store Adorable Project at Andalas University. The direct and indirect testing indicated that e-Store

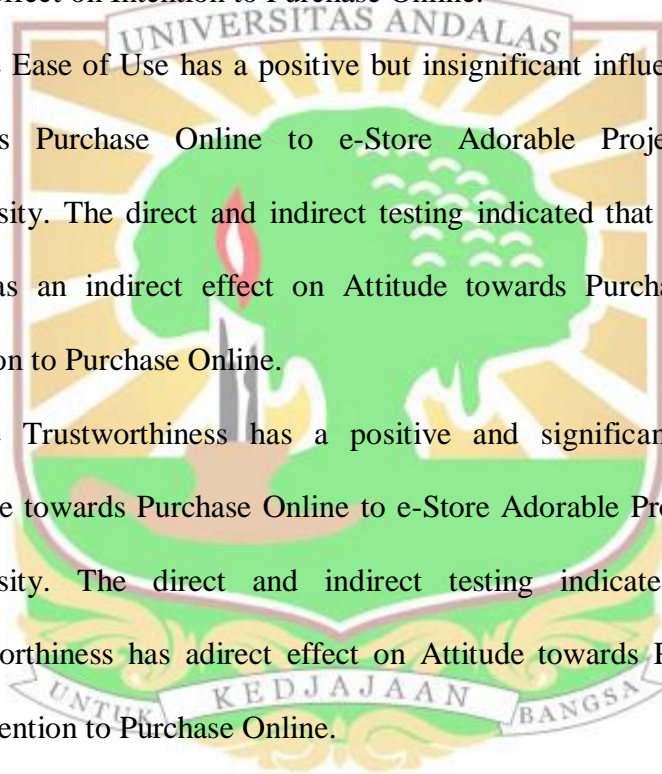
Usefulness has a direct effect on Attitude towards Purchase Online and indirect effect on Intention to Purchase Online.

2. e-Store Enjoyment has a negative and insignificant influence on Attitude towards Purchase Online to e-Store Adorable Project at Andalas University. The direct and indirect testing indicated that e-Store Enjoyment has an indirect effect on Attitude towards Purchase Online, but direct effect on Intention to Purchase Online.

3. e-Store Ease of Use has a positive but insignificant influence on Attitude towards Purchase Online to e-Store Adorable Project at Andalas University. The direct and indirect testing indicated that e-Store Ease of Use has an indirect effect on Attitude towards Purchase Online and Intention to Purchase Online.

4. e-Store Trustworthiness has a positive and significant influence on Attitude towards Purchase Online to e-Store Adorable Project at Andalas University. The direct and indirect testing indicated that e-Store Trustworthiness has a direct effect on Attitude towards Purchase Online and Intention to Purchase Online.

5. e-Store Style has a positive and significant influence on Attitude towards Purchase Online to e-Store Adorable Project at Andalas University. The direct and indirect testing indicated that e-Store Style has a direct effect on Attitude towards Purchase Online and indirect effect on Intention to Purchase Online.



6. e-Store Familiarity has a positive and significant influence on Attitude towards Purchase Online to e-Store Adorable Project at Andalas University. The direct and indirect testing indicated that e-Store Familiarity has a direct effect on Attitude towards Purchase Online and Intention to Purchase Online.
7. Attitude towards Purchase Online has a positive and significant influence on Intention to Purchase Online to e-Store Adorable Project at Andalas University. The direct and indirect testing indicated that Attitude towards Purchase Online has a direct effect on Intention to Purchase Online.

## 1.2 Limitation of The Research

This research have many limitations, therefore this research does not show the maximum results. This limitation is expected to be a consideration for future research. Limitations in this research are as follows:

1. This research only tested college students from Andalas University as the sample. Therefore, the implications of this research are only relevant for the object being tested, namely students of Andalas University, not the general public which have a larger and wider scale.
2. This research only takes an example from one of online store, e-Store Adorable Project, therefore it has not shown the results of testing on other online shop services with a larger scale.
3. The method of collecting data in this research uses a questionnaire, which is very likely to be subjective.

4. This research is only limited to test factors that influence attitudes and intention to purchase online at online buying and selling sites, and do not discuss product-based purchase factors, or the implications after intention to purchase.

### **1.3 Implication of The Research**

#### **a. For The Company**

The results of this research are expected to provide an overview and information to the company, in this case is e-Store Adorable Project, regarding the factors of the store image that affect the Attitude towards Purchase Online and Intention to Purchase Online. The results of this research indicate that e-Store Enjoyment and e-Store Ease of Use has insignificant effect on Attitude towards Purchase Online.

In contrast, e-Store Usefulness, e-Store Trustworthiness, e-Store Style and e-Store Familiarity have a significant influence on Attitude towards Purchase Online. And it was also found that Attitude towards Purchase Online has a significant influence on Intention to Purchase Online. With this, it is expected that e-Store Adorable Project can improve e-Store Usefulness, e-Store Trustworthiness, e-Store Style and e-Store Familiarity of their online store based on related indicators on each variable. Thus, this research is expected to help e-Store Adorable Project in evaluating and innovating in their business development.

b. For Academics

This research is expected can be used as a reference source at Economic Faculty, Andalas University, expected to contribute on adding empirical evidence from previous research, can play a role in the development of studies on marketing, and can help the future research that has the same concept.

#### 1.4 Recommendation

a. For The Company

The suggestion for e-Store Adorable Project is to evaluate their online store related to the factors that have been tested in this research which has a significant influence on attitude towards purchase intention and intention to purchase online, which are e-Store Usefulness, e-Store Trustworthiness, e-Store Style , and e-Store Familiarity. Besides evaluating each factor, it is also recommended that e-Store Adorable Project to improve the quality of each factor and find an innovation. With this, it is expected that e-Store Adorable Project can expand their business wider and generate higher sales.

b. For Further Research

1. It is recommended to enlarge the scope of research, by not only taking and testing samples from university, but also thoroughly to the general public in the coverage of cities or provinces.
2. It is recommended to add other variables that are in accordance with the research, so that further research has a more varied study.
3. It is recommended to increase the number and diversity of the samples to be tested, to get the comprehensive result.



4. It is recommended to take the case example not only in one online store, but in a broader context, such as big e-commerce or certain stores

c. For Other Parties

Aside from the e-Store Adorable Project, other parties who might plan to open an online store are advised to consider the factors that affect attitude towards purchase intention and intention to purchase in this research, so that the party has an overview about market perceptions related to the online store.

