

CHAPTER V

CLOSING

5.1 Conclusion

This research aims to examine the correlation between the variables of e-service quality, online experience, and sales promotion on customer satisfaction. The study is conducted with Shopee users in Padang city, specifically focusing on the Shopee application. Data was collected through an online questionnaire from 190 respondents, and the analysis was carried out using SmartPLS. The key findings of the research are summarized as follows:

1. E-service quality significantly and positively influences customer satisfaction. This highlights the significant role of e-service quality in the Shopee application in impacting the satisfaction of Shopee users in Padang.
2. Online experience has a positive and significant impact on customer satisfaction, indicating that the online experience provided by the Shopee application affects the satisfaction of its users in Padang.
3. Sales promotion significantly and positively affects customer satisfaction. This implies that the promotional activities of the Shopee application, such as discounts, flash sales, free shipping, etc., have an impact on the satisfaction of Shopee users in Padang by engaging them effectively.

5.2 Implication

Based on the overall research results and conclusions obtained, some implication can be developed for interested parties in this research. The implications put forward are as follows:

1. Based on the result from average on E-service quality variable, on the statement "the time between placing and receiving an order is short" has the lowest average among the others. Because some customer sometime feel the delivery product is not really short sometime it take a lot of time like when the payday sale, the delivery product will take a little bit more time because over capacity from expedition. A part from there the customer can choose an other option of expedition for prevent from long product delivery.
2. Based on the result from average on Online experience variable, on the statement "it was easy to orient on web site" has lowest average among the other. Because customer service in shopee sometimes gives a slow response to customers. So, shoppe must give fast response to customer.
3. Based on the result from average on Online experience variable, on the statement "Shopee give attractive price discount promotion", Sales Promotion of Shopee should be concerned of more attractive discount to engage more customers and to attract customers to decide buying products from Shopee Company. It will make the satisfaction of consumer will increase.

5.3 Limitation

In conducting the research, there are several limitations that can be concluded, as follow:

1. Only 190 samples were used in this study, which is still insufficient to fully capture the respondents' actual circumstances.
2. Respondents are not interviewed; the survey method utilized in this study is solely based on an online questionnaire. When contrasted to the facts, respondents' perspectives differ, and the questionnaire was disseminated unevenly.
3. Information supplied by respondents via surveys may not necessarily correctly reflect respondents' attitudes during the data collection process. This can be attributed to a number of things, such as the differing views, assumptions, and understandings of the respondents as well as other things like their honesty in responding to questionnaires.

5.4 Recommendation and suggestion

Based on the overall research results and conclusions obtained, here are some recommendations that may be useful for further research, as follows:

1. For researchers who want to continue this research or make this research a reference, it is recommended to look for other variables that is not yet listed in this study, to make this study more complete, because there are still other factors outside this study which potentially influences the customer satisfaction.
2. For researchers who want to continue this research or make this research as further research, it is advisable to look for other journals that are closely related to this research, so that this research becomes more complete, because in this study it has not used a perfect journal.

3. Future research should definitely consider increasing the sample size due to the large number of target demographic members involved in digital marketing. By increasing the sample size, the researcher was able to carry out a thorough analysis and provide a more reliable statistic.
4. In order to collect more comprehensive data for future study, it is advised to employ a variety of survey techniques, including interviewing Shopee users in addition to providing questionnaires.
5. In order for research to be helpful as a guide for businesses looking to enhance their sales methods, it is preferable to look at a few Indonesian marketplaces and evaluate the impact of marketing strategies on various organizations.
6. For further research, it is better to examine several regions in West Sumatra.

