

CHAPTER V

CLOSING

This chapter provides conclusion from finding and discussion presented in the previous chapter. The findings and discussion also 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 study is to find out the influence of Web health information quality, trust, and use on user's satisfaction. There are five hypotheses developed in this research based on literature review and previous studies. From the hypotheses testing, researcher can conclude that Web health information quality, trust, and use have positive and significant impact on user's satisfaction.

The result of this research showed us how information quality has driven users to use Web health for getting health information will leads them to satisfaction. In general conclusion this research has showed how stimulus which are information quality, trust, and use that Web health has, influencing user's positive emotions which is satisfy in accessing certain health information.

5.2 Implications of the Research

The research is creating several implications to improve for both academician and practitioners. For the academicians, this research contributes to knowledge expansion regarding how information system stimuli such as



information quality, trust, and use significantly impact user's satisfaction in accessing health information through Web health.

For practitioners, this research provides information for Web health or other platforms to improve their system or web quality. In term of information quality, the Internet information providers can increase the usefulness of the Web health and in accordance with what users expected from the Web. Moreover, users mostly can trust the Web health if it is not just looking for profit because most of the users are using Web health to access information about health that leads them satisfy to gain more knowledge after getting information from the Web health.

5.3 Limitations of the Research

This study has several limitations. With this limitation, it is expected to be improved in future research. The limitations in this study are:

1. The respondents on this research are required to answer the question provided with a 4-point Likert scale, which has no neutral option and intent to get specific responses, so the respondents are forced to answer strongly disagree, disagree, agree, and strongly agree towards indicators mentioned on the questionnaires. Moreover, the response of 4-point Likert scale is statistically different, if it is compared to 5-point Likert scale which is more accurate. It will be much better if this study use 5-point Likert scale to record responses.
2. This research has limitations of the response bias of the respondents. Response bias is sometimes the information given by the respondents



through questionnaires does not portray the respondents ' actual opinion. This happened because respondents could be confused about each item in the questionnaire or did not fully understand it. It may also because, since the questionnaire has been distributed online, respondents may not understand the question and may not be able to directly ask the researcher and find it difficult to contact the researcher directly, so they may simply answer questions based on what they think is right.

5.4 Recommendations of the Research

The result of this research is expected to be improved and become a reference to conduct further research in the future, some suggested topics to be developed in further research are:

1. For the next research, it is suggested to have more specific measurement on each variables' indicators to avoid bias in processing the research data of responses given by the respondents.
2. For the future research, it is suggested to add more variables or diversify variables and indicators related to the topic of the research in order to have varieties of research findings.
3. For the future research, it is suggested to use different object as there are a lot of website or social media platforms which used in this research context have not explored or investigated.

