

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusion

1. Layout design has an influence on customer satisfaction.
2. Website characteristic has an influence on customer satisfaction
3. Customer satisfaction has an influence on revisit intention.
4. Layout design has no influence on revisit intention.
5. Website characteristic has an influence on revisit intention.

B. Implication

1. Managerial Implication

In order to stronger level of customers' intention to revisit the website, management of Tokopedia needs to make priority on the policies about layout design, website characteristic and customer satisfaction.

For layout design, the ways can be done by create and set the layout design of website that provides pleasure, diversion or amusement to consumers, designing the website with an attractive look, using language that is easily understood message, avoid and minimize the advertising messages in website that provoking, annoying and causing the customers' displeasure. That will influence customer satisfaction on the website Tokopedia.

For the website characteristic, managers should apply the rules and procedures of online shopping in Tokopedia website more easily understood and applied by the consumer, consistently update the new product or updating product

recommendations match with customer characteristic of Tokopedia, so that the product recommendations appropriate with customer wants. The accuracy information of product must be improved, if there are new product or additional information in old product. Provide guarantees on product safety and guarantee against the risk of damage and loss of products who bought by consumers.

Furthermore, make the website more effectively and efficiently according to the customer expectation, and build the close relationship and personal communication with the customers or shopping online members. That will make customer more satisfaction and that will generate intention to revisit of Tokopedia customer.

2. Theoretical Implication

Refers to the result limitations of this study, further research need to choose and add the number of respondents that in practically can be implemented the probability sampling method such as stratified random sampling or focus group discussion to provide a specific impact.

Further researches are also need to add the new variable (i.e atmosphere, virtual aesthetic, etc) and develop the research model by incorporate the mediator or moderator variables, and develop wider object to produce the better result, more generally and objectively.

Researchers must determine the ideal number of respondents in order to obtain results that are not biased. Furthermore, researchers should be able to distribute questionnaires to more specific respondent (such as minimal revisit, etc), in order to get the more good result.