

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of research that have been discussed, some conclusions can be drawn as follows:

1. Web quality has positive influence on impulse buying behavior in Shopee
2. Sales promotion has positive influence on impulse buying behavior in Shopee
3. Openness personality has moderating influence between web quality towards impulse buying behavior on Shopee.
4. Openness personality moderating influence between sales promotion towards impulse buying behavior on Shopee.

B. Implication

1. Empirical Implication

Based on the conclusion, there are several ways that Shopee Indonesia Online Store can be used as considerations to increase quality of website and increase their sales, as follow:

- a. For overall, consumer in Shopee felt that quality of website Shopee was good enough compared with another online store website. A few things to be enhance the website quality in terms of features of product information content, visual appeal, easy access, and consumer services. It can be done by make a standard of product description information related product such as using tag for type of product to

attract attention of consumer and make easier of consumer when looking for the certain product they want to buy. Improve the quality of web server by increasing the capacity of server so in the certain time it does not take a long time to access when many consumers access in the same time. Get user interface more efficient by minimize step button from consumer searching product until finishing purchase, and using more interactive font and grouping of product. To make easier contact with company's consumer service, Shopee could create the direct communication chat between consumer and servant.

- b. Improve the sales promotion of Shopee, the company should pay attention about the terms and regulations about discount and free delivery payment to consumer. Shopee could adding more kind of product in discount offer and make it as group arrangement, so it makes consumer easier to receive discount in current time with specific product that they want. Regulation of free delivery payment is still not efficient enough, consumer has to achieve more about Rp70,000 until Rp120,000 to receive free delivery payment, Shopee should develop their regulation into easier way such as if consumer buy more than one product in one store or for consumer who always bought product more than five times they can receive free delivery payment for any kind of product.
- c. Increase the level of consumer interest to continuous purchase in Shopee website following on their openness personality, the company

should make more interesting visual appeal related with the promotion offers. Consumers that have good imagination and loving something unconventional, they more put attention with videos, pictures, or moving animation. Shopee can use it for media to promote new store, new product, or new event. The other way to stimuli consumer's curiousness, Shopee can create the mystery box button about what is the thing inside that ask consumer to click it. The content inside it could be voucher, discount, and others.

2. Theoretical Implication

According to the limitations above, further researchers need to develop the way to get the respondents opinion by interviewing while the respondents fill the questionnaire. The research needs to extend studies and develop the research model by take another online store in Indonesia for comparison. The variables of web quality and sales promotion are applicable for another online store, travel online services, mobile service ticketing, and many more. And personality also can be implemented with another case such as consumer loyalty, etc.

Based on the result of research, for future research about impulse buying behavior can be develop with another variable to create the better result of goodness of fit index such as social influence, mood of consumer, lifestyle and culture, etc. and the future research also can use another variable from Big Five Theory Models not only in Openness Personality such as Extraversion, Agreeableness, Conscientiousness, or Neuroticism.