

CHAPTER V: CONCLUSIONS AND IMPLICATIONS

In chapter V, the researcher will provide conclusions from the results of the research and analysis carried out in the previous chapter, and the researcher will also provide suggestions that can help Gojek or other companies that have an omnichannel system in doing their business.

5.1 Conclusions

This study aims to determine what factors that influence repeated purchases in a company that uses an omnichannel system. There are several factors studied, namely Hedonic, Utilitarian, Social interaction, Altruism, Habit, Time Saving, Trust, and Satisfaction.

Based on the analysis and research conducted on the above factors, it can be concluded that there are five factors that have direct and significant influence on the level of customer satisfaction in using the services of the Gojek company, namely hedonic, utilitarian, habit, altruism, and social interaction factors, while for time saving factor has no effect on the level of satisfaction.

There are five factors that have direct and significant effect on the level of customer trust in using the services of Gojek, namely hedonic, habit, altruism, and social interaction, while utilitarian factor and time saving factor have no significant effect on the level of consumer's trust.

There are five factors that have direct and significant effect on the repeat purchase activities carried out by Gojek service customers, namely utilitarian factors, habit, altruism, satisfaction and trust, while hedonic factors, time saving and social interaction do not have a direct effect on repeated purchasing activities.

Based on the three conclusions above, the following is a complete description of each existing variable,

1. Utilitarian has a significant effect on repeat purchases and also the satisfaction level of consumers, but Utilitarian has no significant effect on the trust level of consumers. These results conclude that if the company provides the best service so that consumers have a high utilitarian level, they will feel satisfied and will also make repeat purchases at the

company. This study shows that the results obtained are in accordance with research from Escobar & Bonson (2017) which shows that utilitarians have an indirect effect on repurchase intentions, utilitarians have a direct effect on customer satisfaction by Lloyd et al. (2014), and utilitarians also influence purchasing decisions by Fuadiyah (2016).

2. Hedonic has a significant effect on Trust and Satisfaction, and does not have a significant effect on repeat purchases. This result means that the company must be able to growing up hedonic factors from consumers to use these products or services because this can increase the satisfaction and trust factors of consumers which later on these two factors can also influence repeat purchases. This conclusion shows that this study is in accordance with Alalwan et al. (2015) who says that Hedonic has an influence on the trust factor, and also Yanti & Amelia (2015), Lloyd et al. (2014) who found that Hedonic has a significant effect on customer satisfaction.
3. Habit has a significant effect on trust, satisfaction and repurchase activity. These results indicate that as an omnichannel company, they must be able to make consumers accustomed to or feel comfortable buying products from the company, because this can increase the level of trust, customer satisfaction, and can also lead consumers to make repeat purchases. The conclusion above is in accordance with the research by Kim & Kim (2012) which states that Habit has a direct and significant effect on repurchasing behavior, and also Hsu et al. (2015) states that Habit is also found to affect Trust, Satisfaction in deciding repeated purchases .
4. Altruism has a significant effect on trust, satisfaction and also direct repeat purchases, which means that in addition to consumers wanting to use the company's services and products, they also have a high concern of sharing with others, so the company need to provides good services and products and also provide solutions to helping people besides their customers for example partners, workers and also other people in need. The results obtained are consistent with research from Shiau & Chau (2013) which

states that altruism has a significant effect on trust and satisfaction, and also by Prihartini & Udayana (2018) who states that altruism has a direct effect on repurchase intentions.

5. Time savings have no direct effect on trust, satisfaction and repeat purchases. This means that the time factor is not a problem for consumers in Indonesia. This result is contrary to research conducted by Ambarwati & Isnugroho (2018) which states that time saving has a significant effect on customer satisfaction and also repeat purchases.
6. Social interaction has a significant influence on Trust and Satisfaction, but does not have a direct effect on repeat purchases. This shows that the company must be able to provide customer service or other services that serve to assist customers in communicating and interacting, because this can help build a level of trust and customer satisfaction that can help company to get repeat purchases from consumers. These results show the same results as researchers Srivastava & Kaul (2014) who state that there is a significant influence between social interaction and customer satisfaction, and also Ashur (2016) who has a significant influence between social interaction and trust.
7. Satisfaction has a significant effect on trust and repeat purchases, which means that the level of customer satisfaction is very important and must be maintained by the company by providing the best service so that consumers make repeat purchases at the company. This result is directly proportional to research from Kassim & Abdullah (2010) which states that satisfaction is an important factor that can build consumer trust, and also Hsu et al. (2015) which states that satisfaction has an influence on repeat purchase decisions.
8. Trust has a significant influence on repeat purchases, which means that consumers make repeat purchases because they have a good level of trust in the product and also the company, so the company must be able to maintain and also increasing the level of trust of consumers. The results obtained are in accordance with Rajalie & Briliana (2014) and Ashur

(2016) who state that trust has a significant influence on the occurrence of repeat purchases.

5.2 Managerial Implications

Based on the research that has been obtained above, there are several managerial implications that can be done, both for Gojek companies and other companies that use the omnichannel system in their company to be able to have customers who make repeat purchases. Here are some managerial implications that can be done:

1. The main factor that can make consumers make repeat purchases is the satisfaction and trust of consumers, therefore companies must be able to provide this service, such as always listening to complaints from consumers and providing the best handling, and also the company can provide trust with how to always maintain the relationship between partners and consumers, also have a good security system from the system side and also in maintaining the safety of partners and consumers when they use the services of the company.
2. The Hedonic factor must first be raised by the company through the products and services provided, such as providing several promos in the form of discounted prices and discount vouchers so that with this, the hedonic factor of customers will also grow to use the services we provide.
3. Companies must be able to make a service that is easy to use and also easy for consumers to understand, the role of UI and UX here is very much needed in making company applications. If consumers feel easy and comfortable with our services, they will continue to use these services so that they can become loyal consumers of the company. The services and products provided must also be in accordance with the needs of the community because what is very important is to provide effective and efficient services to customers.
4. Companies must be able to increase the intention of consumers to use services or create a habit so that consumers always use the services provided even though they do not buy products or services that are sold

directly by the company, for example, consumers can make payments and also order from other companies but through applications that company created, so that they are more aware of the company and will also make consumers accustomed to using our applications and later it can make consumers curious about using the company's products in the future.

5. Companies must be able to always innovate in their services, both in terms of partners and consumers and also for people in need. This is needed because the Altruism factor greatly influences the satisfaction factor and also the trust of the consumer. Companies can do fundraising and also carry out CSR such as offering assistance or providing scholarship assistance to the nation's children who need this.
6. Time saving on this study does not have a significant effect on satisfaction, trust and repurchase intention of consumers, but this factor must still be done considering that customers want to use services that have good levels of effectiveness and efficiency.
7. Companies must be able to provide good and reliable customer service. The role of customer service here is very vital because they are the ones who will deal directly with consumers if there are any problems and also complaints from consumers. Customer service is expected to provide good interaction with consumers so that consumers can understand the problems that occur and are also satisfied with the service because complaints are heard and resolved properly, so that corporate consumers do not move to other company services.

5.3 Suggestions for Future Research

The author provides several suggestions for future researchers, because this study has various limitations that exist in it.

1. This research was carried out from before the Covid-19 pandemic to the Covid-19 pandemic, different results can occur if research is carried out after the Covid-19 pandemic due to different situations and conditions. So it is suggested, it is necessary to do research after the Covid-19 pandemic

ends to find out whether there are differences in research results due to lifestyle changes that have occurred.

2. This study focuses on omnichannel companies whose main business model is online transportation services. So that further research is expected to examine companies with other business models, for example: malls or marketplaces, restaurants and also other companies to see whether research in different business models has the same results or not.
3. This study also focuses on consumers in Indonesia. So that further research needs to be researched for consumers outside Indonesia and companies that are also outside Indonesia and which are Indonesian multinational companies, to see if there are differences in the results of the research due to differences in consumer lifestyles and economic conditions in other countries.
4. Further researchers can also use or include other factors in their research, such as: promotion, price, brand awareness and brand reliability to see whether these factors have a significant effect on repeat purchases of consumers in omnichannel companies.

