CHAPTER V

CONCLUSION

5.1. CONCLUSION

This study aims to examine the influence of brand image towards e-loyalty whether it is directly or indirectly through mediating variables, which is e-satisfaction or trust. Brand Image variable is significantly and positively affects e-loyalty. Based on the regression equation of Y, Brand Image is the highest influence on e-loyalty among the three variables due to its value of coefficient regression which exceeds other variables.

E-Satisfaction variable is significantly and positively affects e-loyalty. Loyal customers are formed by their past experience with the marketplace. The customers who satisfy with their previous experience will likely desire to repeat it, therefore they likely to repurchase from the same marketplace.

Trust variable is insignificant but positively affects e-loyalty. This result shows that the trust of customers upon Tokopedia is not essential in order to build loyalty among them. Accountability, transaction security, the service that conforms to the claims and promises Tokopedia made is also helping to generate loyal customers. However, it does not help to raise e-loyalty as much as it expected.

E-satisfaction partially mediate between brand image and e-loyalty. E-satisfaction could bridging the influence of brand image towards e-loyalty, however, brand image also affects directly towards e-loyalty. Ultimately, trust does not mediate between brand image and e-loyalty.

5.2. SUGGESTIONS

According to the result of this research, thus, there are several suggestions to whom may it concerns. These suggestions are based on the collected data from the respondents.

The followings are several suggestions for Tokopedia:

1. Eagerness to switch still the main concern for user. Even though the user felt safe and satisfied from using Tokopedia, however, various attractive promo by competitor could attract to use other apps. Tokopedia should consider to arrange loyalty program or provide benefits for those who often use Tokopedia for reducing of using other apps. For example, Tokopedia gives privilege or make priority program for those who use Tokopedia more frequently.

2. Brand Image variable is the most dominating than others, thus maintain a good brand image is a good way to generate e-loyalty. Due to popularity indicator has the least score among others, thus, Tokopedia should raise awareness of the brand more toward Y and Z generation, especially female audience. For example, organize special gathering event for female with famous key opinion leaders as the guest stars. Awareness campaign could began within universities. Moreover, do more ads collaboration with a good image and popular key opinion leader among their generation in order to raise brand awareness and represent Tokopedia through social media. Tokopedia's unique selling point as an friendly user e-marketplace app could be use more as marketing campaign.

3. E-Satisfaction variable is significantly and positively affect e-loyalty, thus, Tokopedia is expected to maintain the service quality to raise customer pleasure

and enjoyment while using Tokopedia. Make a seamless and involving advanced technology for every transactions can be done to raise satisfaction. For example, adding a voice command to process transactions will add an alternate beside the touch command. Voice command is useful in a certain situation, such as, while the user is cooking and cannot touch the phone, they can easily make a purchase by using voice command. Also increase the utilization of Artificial Intelligence (AI) for assist user to make shopping decision.

4. Trust variable is not significant but positively affect e-loyalty, thus, user data security and the way Tokopedia responds should be concerned, so that trust could be quick to restore and customers feel safe while doing transactions in Tokopedia. It can be done if Tokopedia launch an attractive video campaign about user data security and show to the public the way they protect the user's data. Hence, Tokopedia will considered safe enough by user.

Moreover, the followings are several suggestions for future research:

1. This research is using a brand image, e-satisfaction, and trust as antecedents to e-loyalty in a marketplace. However, the R square of them is only 39.8%. There are 60.2% of other variables that are not tested yet. Hence, future research could research other variables out of brand image, e-satisfaction, and trust that have been tested by previous researches. Such as service quality, corporate image, etc.

2. This research explores e-loyalty from the customer's perspective. However, an e-marketplace is not relation of the company and its customers only, the presence of

third-party sellers also involved in order to build a robust e-marketplace. Hence, future research about e-loyalty from the seller's perspective is appealing to do.

3. The research also can be conducted in other marketplaces. Since the object of the study is Tokopedia, the future research could use other e-marketplaces or might be using other e-commerce with a more segmented market such as fashion e-commerce, gadget e-store, or specific brand webstore in order to find particular customer behavior in different product category.