

## **BAB 6**

### **KESIMPULAN DAN SARAN**

Pada bab ini dibahas mengenai kesimpulan yang didapat berdasarkan penelitian yang dilakukan dan saran yang dapat digunakan untuk penelitian selanjutnya.

#### **6.1 Kesimpulan**

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa kesimpulan yang dapat ditarik, antara lain:

1. Penelitian menunjukkan 4 variabel (*efficiency*, *system availability*, *fulfillment*, dan *privacy*) dengan 18 atribut/indikator yang mempengaruhi kualitas layanan elektronik pada jenis *e-commerce* B2C dan C2C. *Fulfillment* merupakan variabel yang memberikan pengaruh paling besar pada kualitas layanan elektronik. Model penelitian juga menunjukkan masih adanya variabel lain yang mempengaruhi kualitas layanan elektronik dikarenakan nilai *R Square Adjusted* masih 0,731.
2. Berdasarkan model penelitian akhir, jenis *e-commerce* bukan merupakan variabel *moderating* yang dapat memperkuat suatu hubungan, tetapi jenis *e-commerce* merupakan variabel independen yang mempengaruhi kepuasan konsumen. Jenis *e-commerce* C2C memiliki penilaian kepuasan konsumen yang lebih buruk dibandingkan *e-commerce* B2C.

## 6.2 Saran

Beberapa saran yang dapat diberikan untuk penelitian selanjutnya adalah:

1. Dapat mencari variabel independen lain yang mempengaruhi kualitas layanan elektronik, dan kepuasan konsumen dengan menggunakan *exploratory factor analysis*.
2. Dapat memasukkan jenis *e-commerce* B2B dalam penelitian dan mengetahui pengaruh dan perbedaannya.
3. Penelitian selanjutnya dapat lebih fokus pada jenis produk yang spesifik yang dijual *e-commerce* dan menggunakan perusahaan lain sebagai objek penelitian.

## DAFTAR PUSTAKA

- Afthanorhan, A., Ahmad, S., & Safee, S. (2014). Moderated mediation using covariance-based structural equation modeling with amos graphic: volunteerism program. *Advances in Natural and Applied Sciences*, 8(8), 108-116.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & marketing*, 20(2), 123-138.
- Asia Internet Usage Stats Facebook and Population Statistics. (2016). Di dalam Internet World Stats. Diunduh dari <http://www.internetworldstats.com/stats3.htm>
- Bauer, H. H., Falk, T., & Hammerschmidt, M. (2006). eTransQual: A transaction process-based approach for capturing service quality in online shopping. *Journal of Business Research*, 59(7), 866-875.
- Boyer, K., Hallowell, R. and Roth, A. (2002). e-Services: operating strategy: a case study and a method for analyzing operational benefits. *Journal of Operations Management*, Vol. 20 No. 2, pp. 175-88.
- Bressolles, G., & Nantel, J. (2008). The measurement of electronic service quality: Improvements and application. *International Journal of E-Business Research*, 4(3), 1.
- Chan, H., Lee, R., Dillon, T., & Chang, E. (2007). *E-Commerce, Fundamentals and Applications*. John Wiley & Sons.
- Cristobal, E., Flavián, C., & Guinalú, M. (2007). Perceived e-service quality (PeSQ) Measurement validation and effects on consumer satisfaction and web site loyalty. *Managing service quality: An international journal*, 17(3), 317-340.
- Ding, D. X., Hu, P. J. H., & Sheng, O. R. L. (2011). e-SELFQUAL: A scale for measuring online self-service quality. *Journal of Business Research*, 64(5), 508-515.
- Fan, Q., Yul Lee, J., & In Kim, J. (2013). The impact of web site quality on flow-related online shopping behaviors in C2C e-marketplaces: A cross-national study. *Managing Service Quality: An International Journal*, 23(5), 364-387.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *the Journal of Marketing*, 6-21.

- Gronroos, C. (1992). *Service Management and Marketing*. Toronto: Lexington Books.
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis: A global perspective* (Vol. 7). Upper Saddle River, NJ: Pearson.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- Hidayat, T. (2008). *Panduan Membuat Toko Online dengan OSCommerce*. Jakarta: MediaKita.
- Indonesia, Pasar E-Commerce Terbesar di ASEAN dengan Banyak Kendala. (2015). Di dalam KataData. Diunduh dari <http://katadata.co.id/telaah/2015/12/18/indonesia-pasar-e-commerce-terbesar-di-asean-dengan-banyak-kendala>
- Internet to Hit 3 Billion Users in 2015. (2014). Di dalam eMarketer. Diunduh dari <http://www.emarketer.com/Article/Internet-Hit-3-Billion-Users-2015/1011602>
- Janita, M. S., & Miranda, F. J. (2013). Exploring service quality dimensions in b2b e-marketplaces. *Journal of Electronic Commerce Research*, 14(4), 363.
- Jones, K., & Leonard, L. N. (2007). Consumer-to-consumer electronic commerce: a distinct research stream. *Journal of Electronic Commerce in Organizations*, 5(4), 39.
- Kim, M., Kim, J. H., & Lennon, S. J. (2006). Online service attributes available on apparel retail web sites: an ES-QUAL approach. *Managing Service Quality: An International Journal*, 16(1), 51-77.
- Kotler, P. dan Keller, K.L. (2012). *Marketing Management* (14<sup>th</sup> ed.). United States: Pearson Education.
- Kundu, S., & Datta, S. K. (2015). Impact of trust on the relationship of e-service quality and customer satisfaction. *EuroMed Journal of Business*, 10(1), 21-46.
- Laudon, K. C., & Laudon, J. P. (2013). *Management information systems: managing the digital firm* 13th edition. New Jersey.

- Liu, T. H. (2012). *Effect of E-Service Quality on Customer Online Repurchase Intentions*. ProQuest LLC. 789 East Eisenhower Parkway, PO Box 1346, Ann Arbor, MI 48106.
- Maulana, R., & Kurniawati, K. (2015). Pengaruh Kualitas E-Service terhadap Minat Beli Konsumen (Studi Kasus pada Website Koren Denim). *Jurnal Manajemen*, 13(2).
- Mitra, A. (1998). *Fundamentals of Quality Control and Improvement*. 2nd ed. New Jersey: Prentice Hall, Inc.
- Montgomery, Douglas C. dan Runger, George C. (2003). *Applied Statistics and Probability for Engineers 3<sup>rd</sup> Edition*. New York : John Wiley & Sons.
- Parasuraman, A., Zeithaml, V.A. dan Berry, L.L. (1985). A Conceptual Model Of Services Quality And Its Implications For Future Research. *Journal Of Marketing*, 49, 41-50.
- Parasuraman, A., Zeithaml, V.A. dan Berry, L.L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12-40.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL A Multiple-Item Scale for Assessing Electronic Service Quality. *Journal of service research*, 7(3), 213-233.
- Perkembangan Bisnis e-Commerce di Indonesia Melesat. (2015). Di dalam JPNN. Diunduh dari <http://www.jpnn.com/read/2015/04/27/300672/Perkembangan-Bisnis-e-Commerce-di-Indonesia-Melesat>
- Rauniar, R., Rawski, G., Crumbly, J., & Simms, J. (2009). C2C online auction website performance: Buyer's perspective. *Journal of Electronic Commerce Research*, 10(2), 56.
- Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
- Sekaran, Uma. (2000). *Research Methods for Business : a Skill-Building Approach (3rd edition)*. USA : John Wiley & Sons, Inc.
- Shaheen, A. N. (2011). An electronic service quality reference model for designing e-commerce websites which maximizes customer satisfaction. Lawrence Technological University.
- Stiakakis, E., & Georgiadis, C. K. (2009). E-service quality: comparing the perceptions of providers and customers. *Managing Service Quality: An International Journal*, 19(4), 410-430.

- Suyanto, M. (2003). *Strategi periklanan pada e-commerce Perusahaan Top Dunia*. Yogyakarta: Penerbit Andi.
- Tjiptono, F. (2011). *Pemasaran Pelayanan*. Malang: Bayumedia.
- Varmaat, S. C. (2007). *Discovering Computers: Menjelajah Dunia Komputer Fundamental Edisi 3*. Jakarta: Salemba Infotek.
- Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: dimensionalizing, measuring and predicting etail quality. *Journal of retailing*, 79(3), 183-198.
- Wong, J. (2010). *Internet marketing for beginners*. Jakarta: Elex Media Komputindo.
- Wu, K. W. (2011). Customer loyalty explained by electronic recovery service quality: Implications of the customer relationship re-establishment for consumer electronics e-tailers. *Contemporary Management Research*, 7(1), 21.
- Yoo, B., & Donthu, N. (2001). Developing a scale to measure the perceived quality of an Internet shopping site (SITEQUAL). *Quarterly journal of electronic commerce*, 2(1), 31-45.
- Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2006). *Services Marketing: Integrating Customer Focus Across the Firm*. New York: McGraw Hill.
- Zeithaml, V.A., Parasuraman, A., dan Berry, L.L. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. New York: The Free Press.
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000). Conceptual Framework for understanding e-service quality: Implications for future research and managerial practice.
- Zeller, R. A., & Carmines, E. G. (1980). *Measurement in the social sciences: The link between theory and data*. CUP Archive.