CHAPTER 5
CONCLUSION AND SUGGESTION

5.1 Conclusion

The result of analysis and discussion above about the influence of website quality, habit intervening trust to repurchase intention of BerryBenka in Indonesia using Structural Equation Modeling (SEM) by Partial Least Square, the conclusions are:

1. Website Quality positively and significantly influences trust. It explains that website quality of BerryBenka website can make consumer trust in this online-shop. Thus the first hypothesis questioned that website quality has influence on trust is accepted.

2. Habit positively and significantly influences trust. It means that habit of customer in buying product of BerryBenka can increase their trust in this website. Thus the second hypothesis stated that habit has influence on trust is accepted.

3. Trust positively and significantly influences repurchase intention. It means that trust of consumers in BerryBenka can increase their intention to repurchase. Thus the third hypothesis stated trust has an influence on repurchase intention is accepted.

5.2 Limitation of Research

This research has some limitations. First is the sample size because it only limited to 100 respondents. It is too small to make general conclusion about the influence of website quality and habit.
intervening trust to repurchase intention of BerryBenka in Surabaya. It should be in large amount in order to make general conclusion. The second is the place where it took the sample. This study is only conducted in Surabaya, it causes different result from the sample chosen. In this questionnaire, there is no questions about how many times people visit BerryBenka website. The questionnaire as indicators of habit.

5.3 Suggestion

There are several suggestions can be given to BerryBenka Indonesia and next researchers:

1. Theoretical Suggestion

The researcher who interested with the similar study can use as references and broaden into other product category and market segment. The researcher be able to develop the study by using other objects such as Zalora, Yesstyle, Shopee, and other famous online-shopping to increase the number of respondents. Hopefully the result will be better than this research. And replacing the location can be done to take samples such as other countries, regions, cities, and many more and it will have other result of research.

Because there is habit as variable of this research, the questionnaire questions should have a question about how many times people visit BerryBenka website every week or month or year.
2. Practical Suggestion

Website Quality and Habit have significant influence to repurchase intention through trust. As we can see in structural equation on Chapter 4, trust is really influencing repurchase intention and the lowest indicator is resolving concern. The customer service of BerryBenka must increase their responsiveness of complains by consumer through many medias such as email, online chat, and many more. Sometimes customers will complain by email in the midnight and the customer service must be checking it in the morning. The customer service should be replying it and giving solution as soon as possible.

To create the possibility of consumer intention to repurchase of BerryBenka they should improves the quality of their websites by using efficient features, always updating their availability of product, and the quality of their own product.
REFERENCES


Setyorini, R., & Nugraha, R. P. (2016). The Effect of Trust Towards Online Repurchase Intention with Perceived Usefulness As An


