CHAPTER 5
CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on result of hypothesis test and discussion on the previous chapter, there are some conclusion of this research are:

1. Word of mouth positively influence purchase intention on online shopping website of Shopee, so the first hypothesis accepted. This proves that word of mouth can increase purchase intention on Shopee.
2. Product information positively influence purchase intention on online shopping website of Shopee, so the second hypothesis accepted. This proves that product information can increase purchase intention on Shopee.
3. Website usability positively influence online purchase intention on website Shopee, so the third hypothesis accepted. This proves that website usability can increase the purchase intention on Shopee.

5.2 Suggestion

Based on conclusion, there are some suggestion that explained below:

5.2.1 Theoretical Suggestion

1. Further research expected to continue this study as research with additional variables such as promotion and consumer trust that can influence purchase intention
2. Further research expected to choose known object by many categories of respondents such as JD.id and Zalora in which the website is well known by consumer.
3. Further research expected to use research sample from other cities besides Surabaya in order to obtain encompass result of research.
5.2.2 Practical Suggestion

1. Website Shopee expected to involve on the comments after purchasing such as give feedback of its comment.

2. Website Shopee expected to give up to date information related product sold in order to fulfill information that potential buyer need.

3. Website Shopee expected to make consumer view that using internet as media to do purchasing is easy and pleasure.
REFERENCES


