CHAPTER V

CONCLUSION, LIMITATION AND SUGGESTION

5.1. Conclusion

This study examined the characteristics of the impact website, consumer experience, corporate image, mediated by confidence on JD.ID’s consumer satisfaction. The hypothesis is tested using Lisrel 8.80, based on the results of this research. In this chapter, the conclusion will be explained.

First, Website characteristics have positive effect on consumer’s trust in JD.ID. The relationship between these two variables is positive and significant. This proves that website characteristics can increase the consumer trust on JD.ID. with this result, researcher can conclude that JD.ID should pay attention to its website characteristics such as security and privacy policy because maintaining good website design can lead to higher trust in JD.ID.

Second, Consumer experience has significantly impact on consumer trust. The relationship between these two variables is positive. Thought this research can be conclude that by giving a pleasant, happy, and satisfied experience to consumer can lead to higher trust in JD.ID. So, this prove that it is important to maintain consumer experience in JD.ID.

Third, Corporate image has positive effect on consumer’s trust on JD.ID. The relationship between these two variables is significant. Researcher conclude that by maintain higher image can lead to higher trust. Because the consumer will seek whether the JD.ID management or JD.ID image have a good reputation in society, so the consumer can fell trust doing transaction with JD.ID. This proven that corporate image gives impact to consumer trust on JD.ID.

Fourth, Consumer trust has positive and significant effect on customer satisfaction on JD.ID. This proven that in maintaining higher trust can make
consumer felt satisfied because the consumer fell that JD.ID have high integrity, can be trusted and care about their consumer. So, this can be concluded that by having higher trust for company can lead to high consumer satisfaction.

Fifth, Consumer trust mediate the relationship between website characteristics and customer satisfaction in JD.ID. The relationship between these variables is positive and significant. This proven that consumer trust does mediate the relationship of website characteristics and consumer satisfaction. Because when the consumer saw the JD.ID website design and feature. The consumer will make a perception whether the JD.ID website is trusted or not by looking to its security and policy. if the consumer felt the website has fulfill their expectation which it than can lead to satisfaction.

Sixth, Consumer trust mediate the relationship between consumer experience and consumer satisfaction on JD.ID is accepted. This proven that consumer trust does mediate the relationship between the two variables. Because if the consumer has a pleasant experience with the interaction with JD.ID website it can give a feeling of trust in the website which can lead to satisfaction.

Seventh, Consumer trust mediate the relationship between corporate image and customer satisfaction on JD.ID is accepted. Because when the consumer known about the reputation of the corporate it can affect their trust in JD.ID which latter can affect their satisfaction. This proven that consumer trust does mediate the relationship of corporate image and consumer satisfaction. The relationship between these two variables is positive and significant.

5.2. Limitation

Based on this research there are several limitations that researcher encounter which are the respondent may not represent the whole JD.ID user
because the respondent mostly from Surabaya, the data collected may not adequate since the respondent only 150, and the result of this research may be different if the research area is different.

5.3. **Suggestion**

Based on the conclusion, there are several suggestion or recommendation that the researcher can give for further research as follow:

**5.2.1. Academic Suggestion**

In this research provide information about the impact of website characteristics, consumer experience and corporate image to consumer satisfaction mediate by trust on JD.ID in Surabaya. Which become limitation for this research, so for further research should conduct research in different area. This study also contributes for other research who want to conduct research in other market place. The result may different from this research if it conducts in other area and other market place. Last, for future research that want to research similar variable may conduct in different area of business.

**5.2.2. Practical Suggestion**

There are several suggestions that the researcher can suggest for JD.ID according to the result of this research. The suggestion as follow:

1. Based on result in the questioner, most of the respondent are agree that consumer trust does affect consumer satisfaction. The lowest agreed on statement that “JD.ID user fell a sense of personal loss if they could not access JD.ID website”. Therefore, JD.ID should create some action/program that could increase the sense of personal loss in the users.

2. Based on the respond agreed that JD.ID website characteristics are quite good. But, majority of the respondent has lowest agreed on the statement that JD.ID “website was simple to navigate”. This mean that JD.ID should improve their website navigation so that it will be simpler to navigate.
3. For corporate image, JD.ID have contributed to the society has the lowest agreed. This mean that in order to improve the corporate image. JD.ID should pay attention in building up corporate image by contributed in society.

4. Based on the result majority of the respondent has less agreed on consumer trust of JD.ID compare to another variable. Therefore, JD.ID should pay more attention to factor or indicator that could help building up consumer trust such as integrity and services.
REFERENCES


Newman, A., Kiazad, K., Miao, Q., & Cooper, B. (2014). Examining the Cognitive and Affective Trust-Based Mechanisms Underlying the


