CHAPTER 5
CLOSING

5.1 Conclusion

Based on the results of data analysis through proving the seven hypotheses proposed in this study regarding The Effect of After-Sales Services Quality, Customer Ratings And Reviews Towards Customer Purchase Intention Through Customers Satisfaction As Intervening Variable (Case Of Tokopedia E-Commerce Platform In Management Department In Narotama University Surabaya Indonesia), This study concludes that the seven hypotheses proposed in all of these studies were accepted. The conclusions of this study are:

1. The results of the study showed that the X_1 (After Sales Services) variable had positive and significant affect toward Customer Satisfaction with indicates t test is 5.671. While t-table is 1.96. Because t test > t-table that is $5.671 > 1.96$ or p-value $(0.000) < \alpha = 0.05$.

2. The results of the study showed that the X_2 (Customer Ratings and Reviews) variable had positive and significant affect toward Customer Satisfaction with indicates t test is 5.232. While t-table is 1.96. Because t test > t-table that is $5.232 > 1.96$ or p-value $(0.000) < \alpha = 0.05$.

3. The results of the study showed that the X_1 (After Sales Services) variable had positive and significant affect toward Customer Purchase Intention with indicates t test is 2.865. While t-table is 1.96. Because t test > t-table that is $2.865 > 1.96$ or p-value $(0.004) < \alpha = 0.05$.

4. The results of the study showed that the X_2 (Customer Ratings and Reviews) variable had positive and significant affect toward Customer Purchase Intention with indicates t test is 4.175. While t-table is 1.96. Because t test > t-table that is $4.175 > 1.96$ or p-value $(0.000) < \alpha = 0.05$.

5. The results of the study showed that the Y_1 (Customer Satisfaction) variable had positive and significant affect toward Customer Purchase Intention with indicates t test is 2.675. While t-table is 1.96. Because t test > t-table that is $2.675 > 1.96$ or p-value $(0.004) < \alpha = 0.05$.

6. The results showed that the After Sales Services variable has a significant indirect effect on Customer Purchase Intention (Y2) through Customer

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Satisfaction with indicates t test is 2.543. While t-table is 1,96. Because t test > t-table that is 2,543 > 1,96 or p-value (0.011) < α = 0.05.

7. The results showed that the the influence of customer ratings and reviews on customer repurchase intention through customer satisfaction as an intervening variable variable has a significant indirect effect on Customer Purchase Intention (Y2) through Customer Satisfaction with indicates t test is 2.134. While t-table is 1,96. Because t test > t-table that is 2,134 > 1,96 or p-value (0.033) < α = 0.05.

In general This Research has proof the Effect of After-Sales Services Quality had Significant influence to Customer Ratings And Reviews Towards Customer Purchase Intention Through Customers Satisfaction.

5.2 Suggestion

Based on the conclusions above, several suggestions can be put forward that are expected to be useful for the company as well as for other parties:

5.2.1 For Tokopedia

It is hoped that Tokopedia can further improve of After Sales Services, as result of the After Sales Services variable has the highest influence on Customer Satisfaction, thus the Customer Satisfaction will be risen will increase the Customer Purchase Intention to buy more products from Tokopedia Which will Influence the Customer Ratings and Reviews Positively.

5.2.2 For Customers

a. Customers Could Know more Information Via Review The Customer Ratings and Reviews , Because of The higghh Influence Among with Previous Customer Satisfactions.

b. Customers Could Understand that Customer Ratings and Reviews are playing very important role in Online Shopping which could increase or decrease the Efficiency of Online Shopping.

5.2.3   For The Next Researchers

    a.   To have more respondents and Expand the Research area.

    b.   Independent variables in this study are very important in influencing Customer Satisfaction, it is hoped that the results of this study can be used as a reference for subsequent researchers to develop this study by considering other variables that are other variables outside the variables that have been included in this study.

    c.   Develop the Online Shopping Market by Adding more Variables Could serve the Online Shopping Websites and Customers.