

## CHAPTER V CONCLUSION AND SUGGESTION

### 5.1. Conclusion

Based on the results of the analysis and discussion of the data, the authors get conclusions that can be drawn from research The Effect Of Perceived Benefit, Perceived Ease Of Use, E-Service Quality, and E-Trust On Customer Satisfaction Of Lazada In Narotama University Surabaya :

1. **The variable perceived benefit has a positive and significant effect on the variable customer satisfaction.** Based on the results of the analysis, it is known that the perceived benefit variable (X1) obtained a significant value of 0.000, because the significant level is less than 0.05, so that H1 is accepted, meaning that there is a significant positive influence between the perceived benefit (X1) variable on the customer satisfaction variable (Y). this shows that a good perceived benefit will provide a sense of satisfaction for customers.
2. **The variable perceived ease to use has a negative and significant effect on the variable customer satisfaction.** Based on the results of the analysis, it is known that the perceived ease to use (X2) variable obtained t-count value in the is  $-7,207 > t\text{-table } 1,661$  so that H2 is rejected, meaning that there is no influence between the perceived ease to use (X2) variable on the customer satisfaction variable (Y). this shows that easy use does not provide satisfaction value for customers
3. **The variable perceived E-Service Quality has a postive and significant effect on the variable customer satisfaction.** Based on the results of the

analysis, it is known that the E-Service Quality variable (X3) obtained a significant value of 0.000, because the significant level is less than 0.05, so that H3 is accepted, meaning that there is a significant positive influence between the E-Service Quality (X3) variable on the customer satisfaction variable (Y). this shows that a good E-Service Quality will provide a sense of satisfaction for customers.

4. **The variable E-trust has a positive and significant effect on the variable customer satisfaction.** Based on the results of the analysis, it is known that the E-Trust variable (X) obtained a significant value of 0.000, because the significant level is less than 0.05, so that H4 is accepted, meaning that there is a significant positive influence between the E-Trust (X4) variable on the customer satisfaction variable (Y). this shows that a good E-Trust will provide a sense of satisfaction for customers.
5. Then the hypothesis that all independent variables in this study starting from Perceived Benefits (X1), Perceived Ease of Use (X2), E-Service quality (X3) and E-Trust (X4) simultaneously have an effect. Which is significant to the dependent variable, namely Customer Satisfaction (Y).

## 5.2. Suggestion

Based on the conclusions of the research results, suggestions that need to be put forward for further research are as follows:

### 1. Suggestion for Lazada :

The results showed that perceived benefits, E-Service Quality and E-Trust have a positive and significant influence on customer satisfaction. On this basis, it is advisable for the lazada to pay attention to the following matters:

- a. perceived benefit must be maintained and even improved so that customers feel satisfied buying products at the Lazada
- b. The quality of E-Service must be maintained and even improved so that customers feel satisfied with the service provided by Lazada.

### 2. Suggestion for future research

In the next study, it is hoped that it will test the same research model in another market place and with a larger number of samples with the aim that the research results can be generalized as a research result that can represent customers at Narotama University Surabaya. In addition, further research is also expected to use other variables that have a tendency to be factors that can increase customer satisfaction.