

Chapter V

RESULT OF THE RESEARCH

5.1 Conclusion

Based on the result of the research from the previous chapter, the writer conclude the overall result below:

1. The user's perception to the quality of the OLX.co.id website is good category because the user really understand about usability dimension and it has the highest percentage score with 72.8%, and the lowest is the information quality with percentage score 67.03%, and every dimension of webqual is good in influencing purchasing decisions that can be seen from the results of 72.8% of usability, 67.03% of information quality and 69.84% of service interaction quality.
2. The quality of OLX.co.id website has an effect on the buying decision of website visitor OLX.co.id simultaneously. The greatest effect can be seen in the service interaction quality (X3) with the coefficient 0.436, and the lowest is from the usability (X1) has a coefficient 0.204.
3. The quality of OLX.co.id website has an effect on the buying decision of website visitor OLX.co.id simultaneously that is with F count equal to 28.476 with significant level 0.000.
4. The user's perception to the purchase decision of the OLX.co.id website is neutral with the percentage score 64.5%.

5.2 Suggestion

Based on the above conclusions, the writer formulates some suggestions that can be used as input to improve purchasing decisions on webqual (web quality) OLX.co.id and for further research.

5.2.1 Suggestion for the company

1. Usability

Based on hypothesis result, usability affect significant to purchase decision, Usability is the quality of ease and speed in the operation of an application or web with a design view delivered to the user (Furkonudin et al., 2016). To improve the usability, company should make the design of the web more attractive to attract customer to visit the OLX web and make purchase decision, that is supported with (Riyadi, 2014) need attention to the usability of web quality that consists of ease of use and web operation, attractive web design and providing a positive user experience.

2. Service interaction quality

Suggestion for OLX.co.id is look from analytic descriptive and analytic statistic from multiple regression result, service interaction quality (X3) has the biggest influence. Service Interaction Quality is the engagement of website users when studying the website itself resulting in a sense of trust and empathy, (Furkonudin et al., 2016). Therefore, company should increase the user trust on web. Referring to journal (Stuart J. Barnes, 2002) that the quality of service interaction is the most important variable in e-commerce offerings. Especially on indicators that show user trust on the web. It shows that the better the quality of web service interaction, the higher the online purchase decision, to increase the user trust on online purchase decision, the seller of OLX could verification their

datas like id card number and NPWP, so customer can trust more if they want to do online purchasing.

3. Purchase Decision

Suggestion for OLX.co.id is look from analytic descriptive its neutral, in order to increase the number of people to have purchase decision, OLX have to maximize the quality itself. So, people will repeating purchase on OLX because the quality of OLX from the usability, information quality and service interaction quality are good so people will be the loyal users.

5.2.2 Suggestion for future research

To measure the purchase decision, this research use the variable Usability, Information Quality, and Service Interaction Quality. Future research can try another variable like website design, trust perceived risk and empathy to measure the purchase decision based on journal (mohd fazli, 2009). This study find that 48.1% factors that use in this research can determine purchase decision. Beside that, future research expected could find the other 51.9% factor that can not find in this research

