

CHAPTER IV

CLOSING

4.1 Conclusion

Research conducted on 103 respondents who are customers at Jatinangor House has resulted in the following conclusions:

1. Transaction Convenience (X1) Influences Customer Satisfaction (Y), H1 Accepted.
2. Transaction Convenience (X1) Influences Security (Z), H2 Accepted.
3. Perceived Ease of Use (X2) Influences Customer Satisfaction (Y), H3 Accepted.
4. Perceived Ease of Use (X2) Influences Security (Z), H4 Accepted.
5. Security (Z) Influences Customer Satisfaction (Y), H5 Accepted.
6. Security (Z) Fully Mediates the Influence of Transaction Convenience (X1) on Customer Satisfaction (Y), H6 Accepted.
7. Security (Z) Fully Mediates the Influence of Perceived Ease of Use (X2) on Customer Satisfaction (Y), H7 Accepted.

4.2 Recommendation

Based on the research findings, it is recommended that Jatinangor House implement a comprehensive approach to enhance customer satisfaction through improvements in transaction convenience, perceived

ease of use, and system security. The results show that all three factors significantly impact customer satisfaction, either directly or indirectly.

4.2.1 Improving Transaction Convenience

Given that transaction convenience significantly affects customer satisfaction (H1 accepted), Jatinangor House should continue to enhance the ease and efficiency of the QRIS payment system. A seamless transaction process can be achieved by ensuring minimal wait times, continuous system availability, and user-friendly features. According to Kim et al. (2016), enhancing transaction convenience improves customers' overall experience and satisfaction, especially in digital payment systems.

4.2.2 Strengthening System Security

As transaction convenience and perceived ease of use both influence security (H2 and H4 accepted), maintaining and upgrading robust security measures is essential. Implementing encryption, two-factor authentication, and conducting regular security assessments can increase customer trust. Nguyen et al. (2020) highlight that robust security practices are pivotal in building customer confidence and ensuring loyalty in digital payment platforms.

4.2.3 Enhancing Perceived Ease of Use

Since perceived ease of use has a significant impact on both security and customer satisfaction (H3 and H4 accepted), Jatinangor House should prioritize intuitive design and clear system instructions. Tarhini et al. (2017) emphasize that systems that are easy to use reduce customer effort and increase the likelihood of continuous usage and satisfaction. Regular user feedback can also inform interface improvements and educational efforts.

4.2.4 Leveraging Security to Boost Satisfaction

Given the significant influence of security on customer satisfaction (H5 accepted) and its mediating role (H6 and H7 accepted), Jatinangor House should leverage strong security features as a competitive advantage. (Alalwan et al., 2018) argue that perceived security strongly impacts customers' trust and satisfaction, especially in digital financial services. Clear communication about the security measures and responsive customer service in case of issues are also recommended.

4.2.5 Integrating Convenience, Ease of Use, and Security

Since security serves as a partial mediator between the independent variables (transaction convenience and perceived ease of use) and customer satisfaction, a comprehensive approach is necessary. Gefen et al. (2011) explain that system quality, ease of use, and security are interdependent factors contributing to customer satisfaction in technology-based services.

Combining improvements in these three areas will not only increase satisfaction but also strengthen customer loyalty.