

CHAPTER IV

CONCLUSION

This chapter contains a summary of the results of research on the influence of e-service quality and e-security seals on purchasing decisions in Semarang. This section also includes conclusions and suggestions from the studies that have been carried out.

4.1 Conclusion

Based on the results of research that has been conducted with 100 respondents regarding the influence of e-service quality and e-security seals on purchase decisions, it can be concluded that:

1. E-Service Quality is stated to have a positive and significant effect on purchase decisions at shoppee customers in Semarang. This statement shows that the better the e-service quality at the shopee company, the higher the purchasing decisions made by prospective shopee customers in Semarang. Based on the results of the categorization of the e-service quality variable, it is included in the high category where in the recapitulation of the average score of the e-service quality variable, there is one indicator that has a score below the average, namely privacy related to the ability of the shopee company to foster public trust regarding the security of user data shopee account. This can happen due to several factors, among others, because the number of fraud or cyber crimes in Indonesia is still high. There is a need for a high understanding of the limitations that can be done by Shopee account users and the availability of clear information and directions so that customers can distinguish what cannot be done to maintain data security.

2. E-Security Seals are stated to have a positive and significant effect on purchase decisions at shopee customers in Semarang. This statement shows that the better the e-security seals at the shopee company, the higher the purchasing decisions made by prospective shopee customers in Semarang. Based on the results of the categorization of the e-security seals variable, it is included in the high category where in the recapitulation of the average score of the e-security seals variable, two indicators have scores below the average, namely privacy related to the ability of the shopee company to maintain system security and account user data shopee. The second is an indicator of system technology/security which is also related to Shopee's ability to minimize fraud or cyber crime that may occur in the company and the Shopee system.
3. E-Service Quality and e-security seals are stated to have a positive effect simultaneously on purchase decisions at shopee customers in Semarang. This statement shows that the better the e-service quality and e-security seals at the shopee company, the higher the purchasing decisions made by prospective shopee customers in Semarang.

Based on the results of this study, it is stated that the level of correlation between variables is strong. However, in the recapitulation of the purchase decision variable, it is known that there is one indicator that has a score that is relatively lower among the other indicators, namely the product selection indicator which is related to the diversity of products provided by the shopee marketplace which is considered to be lacking in meeting the needs and wants of shopee customers.

4.2 Recommendations

Based on the results of research that has been done regarding the influence of e-service quality and e-security seals on purchase decisions, there is a suggestion that:

1. Shopee needs to improve e-service quality so that purchasing decisions continue to increase. Some indicators are still low, namely privacy related to the company's ability to maintain user data in the system. This is very important, because the security and data of the shopee account user is something that is very vulnerable and has fatal consequences if there is fraud or data leakage and data misuse. Therefore, shopee must continue to improve the security and quality of the system used, so that the system at shopee can minimize the possibility of fraud or data leakage. Good privacy data security, it will greatly affect the level of public trust to create a shopee account and make transactions at shopee. then this greatly affects the decision to purchase in the application and the shopee website.
2. Shopee needs to improve e-security seals because this will affect purchasing decisions at shopee. If the e-security seals at shopee get better, then purchasing decisions at shopee will also continue to increase. Two indicators are still low on the e-security seals variable, namely privacy and technology/systems related to system security provided by Shopee to users that can build trust and influence purchasing decisions.

Shopee can innovate regarding system reliability to create higher security and minimize the possibility of fraud occurring in the system which will harm Shopee customers. As a marketplace that serves customers online or indirectly, the

reliability and security of a system are very important and greatly affect the level of customer trust which will also affect the level of existing purchasing decisions. So shopee must continue to try to maintain and improve everything related to system security and also system reliability according to the needs and desires of customers.