

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Conclusions that can be obtained from the results of this research will be summarized as follows:

1. Brand Image has a insignificant influence on Purchasing Decision. The image Shopee is making do not affect the consumer decision to choose ShopeePay.
2. The E- Service Quality obtained have a positive and significant influence on Purchasing Decision. The better the E- Service quality is for consumer and user the more people will decide to use ShopeePay as the go to E- Wallet.
3. Consumer Satisfaction is found to have a positive and significant influence on Purchasing Decision. The more satisfied the consumer and user the more they will use ShopeePay as their go to E- Wallet.
4. E-Service Quality has a positive and significant impact on Consumer Satisfaction. The better the E-Service Quality the more satisfy consumer will be when using ShopeePay as their go to E-Wallet.
5. Consumer Satisfaction has significant and positive impact on Purchasing Decision. This shows that the more satisfied the consumer the more likely ShopeePay user will always decide to use ShopeePay as their go to E-Wallet
6. Brand image through consumer satisfaction have significant and positive impact on purchasing decision. This shows that purchasing decision can be influenced by the

brand image model through consumer satisfaction by ShopeePay. The better the brand the more likely they will feel satisfy to keep using ShopeePay as their go to E-wallet option.

7. E- Service Quality through consumer satisfaction have significant and positive impact on purchasing decision. This shows that purchasing decision can be influenced by the E- Service quality model through consumer satisfaction by ShopeePay. The better E- Service Quality the more likely they will feel satisfy to keep using ShopeePay as their decision go to E-wallet option.

4.2 Suggestion

Based on the results of this research, suggestions are given which are expected to become references and/or input for ShopeePay. The suggestions given are as follows:

1. ShopeePay needs to improve their brand image because it has not been significant, in order to attract consumers with a variety of interesting promos and vouchers so that consumers will always choose ShopeePay because they are satisfied with the brand benefit that ShopeePay has provided.
2. ShopeePay needs to improve their E- Service Quality when using ShopeePay application by improving the appropriate experience for consumers, namely developing and upgrading their security system in the ShopeePay application to make the users and consumers feel more comfortable

3. ShopeePay needs to improve their consumer satisfaction, so ShopeePay needs to improve the quality of the application itself like the tracking order and the security itself, not to mention various promos to fulfil the satisfaction of the consumers and users.

It is hoped that these suggestions will be useful, easy to understand, and can be input for ShopeePay to improve their Brand Image and E- service quality so that users of ShopeePay get satisfaction and always decide to use ShopeePay on an even larger scale.

