CHAPTER V

CONCLUSION

5.1 Conclusion

After discussing the effect of purchase experience, ease of use, and application quality on customer repurchase intention in the Lazada E-Commerce application, it can be concluded in the explanation as follow:

1. Purchase Experience has influence toward Repurchase Intention in the Lazada E-Commerce Application.

2. Ease of Use has influence toward Repurchase Intention in the Lazada E-Commerce Application.

3. Application Quality has influence toward Repurchase Intention in the Lazada E-Commerce Application.

4. Purchase Experience, Ease of Use and Application Quality has influence toward Repurchase Intention in the Lazada E-Commerce Application.

5.2 Recommendation

Suggestions that can be given are:

1. Purchase Experience

To enhance the purchase experience on the Lazada e-commerce application, it is recommended that the platform continue to prioritize seamless and engaging user experiences from browsing to checkout. Implementing personalized recommendations based on user preferences and past

purchases can make the shopping process more relevant and enjoyable. Lazada should focus on minimizing delays, ensuring smooth navigation, and providing fast responses to customer queries or concerns during the buying process. Additionally, the company should continuously collect feedback to identify pain points in the purchase journey, enabling targeted improvements. Future research could focus on exploring how innovative technologies like augmented reality (AR) or virtual try-ons could be integrated to further enrich the purchase experience and attract new customers.

2. Ease of Use

    For Lazada to improve the ease of use on its application, it is crucial that the app interface remains intuitive, simple, and user-friendly for all customer demographics. Regular updates that optimize app performance, reduce loading times, and streamline the navigation process can significantly enhance customer satisfaction. Features such as easy filtering, personalized search results, and simple payment options can further improve the ease of use. In addition, offering user-friendly tutorials and a robust customer support system can help users who may be less tech-savvy navigate the app more efficiently. Future research should explore how usability improvements, like voice search or gesture controls, could enhance user experiences on the Lazada platform.

3.   Application Quality

Lazada should continue to focus on ensuring high application quality through regular maintenance and testing to ensure that the platform is stable, secure, and free from bugs. Improving the app's overall speed and responsiveness will enhance user satisfaction and reduce frustration. Furthermore, prioritizing security features, such as secure payment gateways and data protection protocols, will build customer trust. The company could also consider adding more advanced features like real-time order tracking or interactive customer support tools, which would further elevate the overall quality of the application. In future research, examining the role of continuous innovation in application quality and how it impacts user retention could provide valuable insights for long-term success.

4.   Repurchase Intention

To increase customer repurchase intention on the Lazada application, it is recommended that the platform foster a sense of trust and satisfaction among customers by maintaining high service standards, including fast deliveries and high-quality products. Offering exclusive promotions, loyalty programs, and personalized discounts can further incentivize customers to return for future purchases. Ensuring a smooth and hassle-free post-purchase experience, including easy returns and responsive customer support, will also positively impact repurchase intentions. Moreover, integrating features such as reminder notifications for abandoned carts or special offers on items of interest can encourage repeat purchases. Future research could focus on

the impact of personalized customer journeys and how they influence repurchase behavior over time.

5. Future Research

    For future researchers who wish to continue or expand upon this research, it is recommended to explore additional variables that may influence customer repurchase intention in the context of e-commerce, beyond purchase experience, ease of use, and application quality. Potential factors such as trust in the platform, perceived value, customer service quality, and delivery experience could provide further insights into customer decision-making processes. Furthermore, researchers may consider expanding the geographical scope of the study to include a broader and more diverse sample of respondents. This would help address the limitation of this study, where the respondents were primarily from a specific region or demographic. Additionally, future studies should aim to increase the number of respondents to provide a more comprehensive understanding of the broader e-commerce market. By increasing the sample size, the findings would be more representative of the actual consumer behavior and provide more reliable conclusions. Finally, it would be beneficial to compare Lazada's platform with other e-commerce applications in different regions to assess cross-platform customer behavior and preferences.