CHAPTER V CONCLUSION AND RECOMMENDATION

5.1. Conclusion

From the results of research that has been conducted regarding the factors that affect Gramedia Pay & Go users and Gramedia Pay & Go user satisfaction, the following conclusions are obtained.

- Perceived Quality has a positive effect on overall customer satisfaction

- Overall customer satisfaction has a positive effect on repurchase intention.

- Perceived Quality has no direct effect on repurchase intention.

- However Perceived Quality has a significant effect on repurchase intention using Overall Customer Satisfaction as a mediating variable

This study strengthens the TAM model that the factors that encourage individuals to use self-service technology are the quality of self-checkout that is experienced by users in terms of speed, ease of transactions, service reliability, a feeling of pleasure in using it, and independence in completing transactions. It is shown int Table 4.3 that several indicators in the perceived quality of self-checkout variable are responded as strongly agree by the respondent. This indicators are : self-checkout saves me time, lets me checkout quickly, reliable, enjoyable and fun. T also gives control to the customer so they can finish the transaction by themselves. In this pandemic situation, the feeling of having control of everything by themselves are very important, to reduce the chance of virus infection. This perceived quality

will also provide customer satisfaction in completing the transaction. And customers who feel overall satisfied will make a repurchase. Meanwhile, the usage frequency factor that has been mentioned in the first model, can not be used to evaluate the implementation of Gramedia Pay and Go. This might have happened because the frequency of visits to the store is also limited, because of the pandemic. And also the Gramedia pay&Go was just launched 2 months when the pretest survey is conducted. Therefore, the chance of customers using Gramedia Pay&Go is very limited.

5.2. Managerial Implication

The results of this study indicate that perceived quality and overall customer satisfaction are factors for users to come back and shop again. It is proven that by using Gramedia Pay & Go, customers can save time, provide convenience and fun, also reliable, and can help customers complete transactions independently without making unnecessary contact with an employee. This has had a direct impact on the company, for reducing the number of cashiers.

In addition to the implications mentioned above, Gramedia Pay & Go can also affect the stocktaking process, making it shorter because with the implementation of Gramedia Pay & Go all product items are attached with RFID labels which can be quickly detected using a scanner.

The addition of promotional programs can also increase the use of Gramedia Pay & Go seeing the high mean number of indicators of customer desire to

recommend using Gramedia Pay & Go to others, RI03: I will recommend self-checkout, mean 4.034 (agree).

Referring to the RI02 indicator: self checks out for another store, mean value 4.305 (strongly agree) Gramedia Pay & Go can be rolled out to other stores. This is one of the main objectives of conducting this research. So that the management, without hesitation, can decide to continue the implementation rollout of Gramedia Pay & Go to other stores.

5.3. Research Limitation

Researchers are aware of several limitations in this study:

- This study has an R^2 of 0.818 for Overall Customer Satisfaction so that the remaining 18.2% can be explained by other variables and an R^2 of 0.854 for repurchase intention so that 14.6% can be explained by other variables

- There is still a small amount of use of Gramedia Pay & Go due to the pandemic of shop-goers which is significantly reduced so that the frequent use of the Gramedia Pay & Go service is less likely to affect customers' desire to shop again.

- Researchers examine the use of Gramedia Pay & Go in only one store because when the research was conducted there was only one shop that provided this facility. This condition also effecting that the usage frequency variable seems to be not relevant. In the future when

Gramedia Pay & Go has been applied in many stores and more visitors come and make another purchase using the machine, the survey result might be different. And the variable of usage frequency with the hypothesis that it can influence overall customer satisfaction can be studied further.

5.4. Recommendation

Suggestions from researchers based on the results of research conducted and can be carried out by further research are:

- Based on the results of interviews with the leadership that one of the objectives of providing Gramedia Pay & Go is to reduce queues, it is necessary to research several stores whether this is indeed the case.

- From the results of the interview, it turns out that the level of patience in queuing at each shop is different, this can also encourage research whether the level of patience in queuing is influenced by socioeconomic background, age, employment status, and others.

- Besides, from the results of discussions with the Gramedia Pay & Go implementation team, it was found that there were vendors who did not mind bearing the cost of the RFID label on their products, but some objected so they decided not to supply to the store anymore. However, the same vendor can have a different attitude at other Gramedia stores, possibly due to seeing the level of income at the store or the factor that the store is located in a large mall with

heavy traffic so that the existence of the vendor's products can be felt by more customers.

- Adding other variables to increase overall customer satisfaction so that customers are encouraged to make a repurchase using Gramedia Pay & Go, such as trust and social influence.

- There are two hypothesis that can still be examine in the next study. First, the hypothesis of Perceived Quality of self-checkout influences the usage frequency of self-checkout. The second is usage frequency influences the repurchase intention. In this study, the variable of usage frequency seems not be relevant, because the usage frequency of Gramedia Pay & Go is still small due to the early implementation and the number of stores that implement this machine is only in one store. The other reason is since the visitors of Gramedia stores and other stores in the world are limited due to the pandemic situation.