CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

From the data processing and analysis results that researchers have done, seven hypotheses were received, and four were rejected. Consumer confidence in news produced online media affects reader loyalty. Loyal viewers are financially supportive, and news publishers must continue creating quality news. Poor quality news sensational news will reduce reader confidence. Readers' satisfaction over the content will make them return to visit the online media they have seen. It is not easy to meet readers' satisfaction in the current information flood era.

Moreover, readers have many choices in acquiring news. Uniqueness, hyperlocal, and differences in quality products will give the pleasure of online media news readers TribunKaltim. E-trust is an essential factor in determining e-satisfaction. Continued trust in consumer satisfaction, making consumers willing to accept incoming ads on news channels and even willing to pay for the news they need. Ann E. Wils wrote about the need to categorize trust in the news into distinct categories; her idea is trust in the news information, news deliverers, and media

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corporations (Williams, 2012). It is expected that Tribun Kaltim online media will improve fulfillment on online media. Fulfillment on online media positively influences e-trust and e-satisfaction. At the same time, e-trust and e-satisfaction positively affect e-loyalty. Fulfillment talks about a news story's accuracy, verification, and proximity.

Tribun Kaltim news site is well designed not to waste readers' time and quickly know the news on the News Site Tribun Kaltim. The News site Tribun Kaltim is easily accessible. Good website quality certainly makes it easier for customers to access and give customer satisfaction for products produced by the editorial team and business.

Commitment and consistency to deliver quality content significantly impact reader confidence. For this reason, online media is also required to continue to follow journalistic rules and norms that apply to continue to meet the reliability of online media in producing news. The reader's satisfaction with the news is essential. The trust of readers who are willing to click and read is undoubtedly an online media gamble. Information that relies solely on news headlines and their content is different from the news headlines produced, making readers dissatisfied.

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Fulfillment consistently makes customers feel comfortable and safe in enjoying the news presented.

Online trust is linked with various aspects. These features include responding quickly to customers' questions, communicating with customers after purchases to monitor and observe their satisfaction, providing personalized care, allowing customers to track their assets through the website, and clearly explaining how customers' personal information will be traded (Li & Aham-Anyanwu, 2014). Other studies by Wolfinbarger & Gilly (2003), Al-dweeri et al. (2017), and Al-Adwan et al. (2019) have highlighted the significance of customer service in developing online trust. Often, the website is hacked by the other party, and it will not reduce the reader's trust. Reader trust is maintained because the media is committed and consistent in fulfilling journalistic rules. The media is trusted because it is credible and independent in uncovering facts.

Based on the research results, it can be concluded that security/privacy has no significant effect on e-satisfaction. Respondents are worth the satisfaction of getting news instead of website security. Customer service does not affect e-satisfaction. Respondents consider that getting news or content does not come from

customer service. And social commerces do not affect e-trust. Customers think news information on social media is accurate and use online forums to get the latest news. And others, many people provide information about news on social media, and overall, their participation in social networks helps find news.

5.2 Recommendation

The advice on this study is divided into two, namely academic advice and practical advice, namely as follows:

5.2.1. Practical Recommendation

1. Based on Finding hypotheses 1, 2, 3, 4, 6, and 7, TribunKaltim must improve the content. Content that has value must eventually return to journalism. Tribun must serve the public and must be neutral and independent. Reader loyalty is essential in online media. Building loyalty is making good products (content-website design) and how readers believe products are public service and value to the public. Journalistic products must respect the importance that the public thinks.

2.   Based on finding hypothesis 5, offering additional benefits to readers in the form of reward points that can be exchanged into products or coupons related to TribunKaltim news views on social media. It is expected that Tribun Kaltim online media will increase the socialization of journalistic products through social media channels.

3.   Based on result hypotheses 8 and 9, increase the website's security not to be hijacked by certain parties. The problem of website hijacking made a significant decrease in readership.

4.   Based on result hypotheses 10 and 11, add live chat customer care to help readers in news and advertising. It will facilitate and speed up reader communication with TribunKaltim online rather than email sites.

5.2.2. Academic Recommendation

1.   Research can be expanded by knowing the perspective of digital platforms to online media. Qualitative data gathering methodologies are required to determine the future of internet media.

2.   Modifying the research model and the addition of variables can be done because, from the results of this study, some other factors that immensely affect customer loyalty can be seen.

5.2.3. Limitation and Future Research

There are certain limitations to this study that will need to be addressed in future research. The first limitation of this study is that this study only examines the aspects of forming e-loyalty in the online media TribunKaltim. Further studies are needed over a wider area. In addition, further studies can be conducted using other variables that significantly contribute to improving e-loyalty in online media. For example, e-trust and e-satisfaction dimensions of quality website design (including text, colors, backgrounds, product displays, and so on). Furthermore, in-depth and quality news content, good customer service, and social commerce can influence readers interested in reading online.

Analysis of Factors Affecting E-Loyalty in Online Media Case Studies TribunKaltim.co, Ade Mayasanto, Universitas Multimedia Nusantara