

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion

Based on the data analysis involving 140 Titipku users using SmartPLS 4 software and applying Structural Equation Model Partial Least Square approach, this study aims to examine the factors influencing continuous shopping intention in e-grocery shopping, specifically within the Titipku app. The research investigated the relationships among 9 variables, leading to the development of 11 hypotheses, each proposing a positive effect relationship between the variables. Of these hypotheses, 8 hypotheses were accepted, while 3 were rejected. This study successfully achieves its research objectives by providing a comprehensive understanding of the relationship between key online grocery shopping attributes and continuous purchase intention, with a particular focus on the interplay between attitude towards the Titipku app and attitude towards grocery delivery shopping. In conclusion, the findings of this study effectively address the research questions as follows.

1. It is found that attitude towards the Titipku app is influenced positively by product assortment, customer service, and price value. This is evident as:
  - H2 is accepted in this study, supporting that product assortment positively influence attitude towards the Titipku app. This is because the the P-value is less than 0.05 ( $0.003 \leq 0.05$ ), and the T-statistic value is greater than 1.645 ( $2.784 > 1.645$ ). This result aligns with existing literature by Zhao et al. (2023) that states if product assortment has a positive influence on online attitudes towards brick-and-mortar retailers. This result suggests that enhancing the product assortment aspect in the Titipku app could lead to an improvement in users' attitude towards the Titipku app.

- H3 is accepted in this study, supporting that customer service positively influence attitude towards the Titipku app. This is because the P-value is less than 0.05 ( $0.05 \leq 0.05$ ), and the T-statistic value is greater than 1.645 ( $1.646 > 1.645$ ). This result aligns with existing literature by Zhao et al. (2023) that states if customer service has a positive influence on online attitudes towards brick-and-mortar retailers. This result suggests that enhancing the customer service aspect provided in the Titipku app could lead to an improvement in users' attitude towards the Titipku app.
  - H5 is accepted in this study, supporting that price value positively influence attitude towards the Titipku app. This is because the P-value is less than 0.05 ( $0.002 \leq 0.05$ ), and the T-statistic value is greater than 1.645 ( $2.953 > 1.645$ ). This result aligns with existing literature by Zhao et al. (2023) that states if price value has a positive influence on online attitude towards brick-and-mortar retailers. This result suggests that enhancing the price value aspect in the Titipku app may positively impact users' attitude towards the Titipku app.
2. It is found that attitude towards the grocery delivery shopping is influenced positively by convenience and instant delivery. This is evident as:
- H7 is accepted in this study, supporting that convenience positively influence attitude towards the Titipku app. This is because the P-value is less than 0.05 ( $0.001 \leq 0.05$ ), and the T-statistic value is greater than 1.645 ( $3.039 > 1.645$ ). This result aligns with existing literature by Anshu et al. (2022) that states if convenience has a positive influence on attitudes towards online grocery shopping. This result suggests that enhancing the convenience aspect in the Titipku app could lead to an improvement in users' attitude towards grocery delivery shopping.
  - H8 is accepted in this study, supporting that price value positively influence attitude towards the Titipku app. This is because the P-value is less than 0.05 ( $0.042 \leq 0.05$ ), and the T-statistic value is greater than

1.645 ( $1.730 > 1.645$ ). This result aligns with existing literature by Anshu et al. (2022) that states if instant delivery has a positive influence on attitudes towards online grocery shopping. This result suggests that ensuring the instant delivery service provided in the Titipku app could lead to an improvement in users' attitude towards grocery delivery shopping.

3. It is found that attitude towards the grocery delivery shopping positively influence attitude towards the Titipku app. This is evident as:
  - H11 is accepted in this study, supporting that attitude towards grocery delivery shopping positively influence attitude towards the Titipku app. This is because the P-value is less than 0.05 ( $0.00 \leq 0.05$ ), and the T-statistic value is greater than 1.645 ( $4.415 > 1.645$ ). This result aligns with existing literature by Zhao et al. (2023) that states if attitude towards grocery delivery platforms has a positive influence on online attitude towards brick-and-mortar retailers. This result suggests that enhancing the attitude towards grocery delivery shopping may lead to an improvement in users' attitude towards the Titipku app.
4. It is found that attitude towards the grocery delivery shopping and attitude towards the Titipku app positively influence continuous purchase intention using the Titipku app. This is evident as:
  - H9 is accepted in this study, supporting that attitude towards grocery delivery shopping positively influence continuous purchase intention using the Titipku app. This is because the P-value is less than 0.05 ( $0.00 \leq 0.05$ ), and the T-statistic value is greater than 1.645 ( $6.431 > 1.645$ ). This result aligns with existing literature by Anshu et al. (2022) that states if attitude towards online grocery shopping has a positive effect on online grocery repurchase intention. This result suggests that enhancing the attitude towards grocery delivery shopping may lead to

an improvement in users' continuous purchases intention using the Titipku app.

- H10 is accepted in this study, supporting that attitude towards the Titipku app positively influence continuous purchase intention using the Titipku app. This is because the P-value is less than 0.05 ( $0.003 \leq 0.05$ ), and the T-statistic value is greater than 1.645 ( $2.794 > 1.645$ ). This result aligns with existing literature by Haiban & Rimadiaz (2023) that states attitude towards the brand has a positive effect on repurchase intention. This result suggests that enhancing the attitude towards the the Titipku app could lead to an improvement in users' continuous purchase intention using the Titipku app.

This study expands the theoretical understanding of consumers' continuous purchase intention in the e-grocery industry, particularly in the post-pandemic era, by identifying key attributes of the online grocery shopping experience associated with both grocery delivery shopping and Titipku as the grocery delivery platform. From a theoretical perspective, this study enhances the understanding of the relationship between attributes such as product assortment, customer service, price value, convenience, and instant delivery, and their influence on continuous purchase intention as a behavioral intention. By combining both attitude toward a brand and attitude toward a behavior within the model, the study offers a more comprehensive view of how these key attributes act as factors that collectively shape consumer continuous purchase intention using a grocery delivery platform. Practically, the study provides valuable insights for Titipku, particularly in how to tailor their strategies to enhance customer loyalty and increase repurchase intentions. By identifying key attributes that shape consumer attitudes, this study offers actionable recommendations for Titipku to improve user retention, reduce churn, and foster long-term profitability growth.

This study has several limitations that should be taken into account when interpreting its results. The study focuses solely on Titipku as the research



object, which limits the respondents to those living in the Greater Jakarta area where Titipku operates. This geographical limitation may affect the generalizability of the findings to users in other regions of Indonesia. Additionally, the study does not investigate which specific wet market areas preferred by users when making transactions. This limitation prevents the identification of areas listed on the Titipku app that may be perceived as having incomplete product offerings, thereby contributing to a suboptimal product assortment on the Titipku app. Furthermore, the study revealed a relatively low adjusted  $R^2$  score of 27.4% for attitude towards grocery delivery shopping, indicating that 72.6% of the variation in this variable is explained by factors not included in the model. This suggests that many other influential online grocery shopping experience attributes were not captured in this study.

### 5.3 Recommendation

#### 5.2.1 Recommendation for Titipku

Based on the data analysis results and the conclusions drawn from this study, several recommendations can be made to the company in order to enhance users' continuous purchase intention using the Titipku app. Titipku should strengthen its product assortment, customer service, price value, and attitude towards grocery delivery shopping to enhance users' attitude towards the titipku app, which will positively influence their continuous purchase intention. Additionally, Titipku should improve the convenience aspect of the app and ensure instant delivery to enhance users' attitude towards grocery delivery shopping, which eventually will positively impact users' continuous purchase intention. Therefore, concrete recommendations in strengthening each key attribute are as follows:

- a. In regard to **product assortment**, Titipku can design a product assortment standard for grocery items available on the app across all

registered wet markets. This is expected to create consistency in product availability for all users of the Titipku app.

- b. In regard to **customer service**, Titipku can extend the customer service operating hours to improve responsiveness in addressing and resolving issues experienced by users when placing orders during the evening hours.
- c. In regard to **price value**, Titipku can conduct regular evaluations of the prices for each grocery product listed on the app, as well as an evaluation of the shipping cost calculations. The company should monitor daily price changes and implement an automatic reminder feature for merchants if the price of a listed product deviates from the average price range in the same market.
- d. In regard to **convenience**, Titipku can develop features that make it easier for users to navigate the app, such as providing a real-time tracking feature for Jatipers, allowing users to track the delivery process of products by Jatipers. Additionally, the company should introduce a Product Treatment feature, offering request options on the product page for categories like Meat and Seafood.
- e. In regard to **instant delivery**, Titipku can provide an instant delivery option, as the Titipku app currently only offers scheduled delivery time options.
- f. In regard to **attitude towards the Titipku app**, Titipku can emphasize the marketing communication messages related to product assortment, competitive pricing, and effective customer service. A concrete initiative that Titipku can implement is creating a Promo Tebus Murah campaign featuring certain products that are typically available only in traditional wet markets. This initiative enables Titipku to create an impression of competitive product pricing while also showcasing its ability to offer a wide variety of products. Regarding customer service,

Titipku can highlight banner elements within the app interface to emphasize that users can easily find information and contact customer service.

- g. In regard to **attitude towards grocery delivery shopping**, Titipku can emphasize the marketing communication messages by focusing on the ease and convenience of using the app, as well as fast and timely delivery. Titipku can create social media content campaigns highlighting that Titipku users can request specific product treatment from the Meat and Seafood categories. Moreover, Titipku could introduce a feature that displays the final successful delivery time on the order status page.

#### **5.8.2 Recommendation for future researcher**

For future researchers who aim to use Titipku as their research object, the researcher recommends that they can analyze which market areas are frequently selected by Titipku app users when making transactions, as this would allow them to identify which markets are perceived as having incomplete product offerings. Such insights could help optimize strategies for enhancing the product assortment on the Titipku app, leading to a more positive user attitude towards the app.

Additionally, future studies can also consider evaluating the effectiveness of promotional programs in increasing the number of users or transactions on the Titipku app. By assessing the impact of various promotions, future researcher can identify which strategies are most successful in attracting new users and encouraging repeat purchases. Future researchers could explore the relationship between personalized price promotions and both attitudinal and behavioral loyalty, building upon the model proposed by Hallikainen et al. (2022). Such insights would help to better understand how tailored pricing strategies can serve

as an effective tool for Titipku in influencing long-term user engagement and retention.

For future researchers exploring the general context of grocery delivery shopping, it is recommended to analyze trends in the demand for online grocery shopping in regions outside the Greater Jakarta Area, focusing on other major cities such as Medan, Surabaya, and Bandung. This recommendation aligns with the prior suggestion by Komalasari et al. (2021), which proposed that future research could explore factors influencing the purchase intentions of Indonesian e-commerce customers across regions with varying levels of internet penetration and development. These suggestions aim to strengthen future findings and provide valuable insights for companies in the competitive e-grocery landscape seeking to expand their business services.

Furthermore, in responding the modest adjusted  $R^2$  value of 27.4% for attitude towards grocery delivery shopping observed in this study, future researchers could examine the relationships between factors such as peer review and information quality, and their influence on user attitude. According to a study by Ligaraba et al. (2022), it is found that peer review positively affect attitude on online and mobile grocery shopping amongst young adults in South Africa. It indicates if other users' experience could significantly shape a user's perception about the grocery delivery shopping behavior. Meanwhile, in the same study, information quality was found to have no significant relationship with attitude. By examining these variables in the context of the e-grocery market in Indonesia, future researchers can provide a broader understanding of the other online grocery shopping experience attributes that influence consumer attitudes, ultimately helping to improve the consumers' repurchase behavior on grocery delivery platform.