

meningkatkan SST *recovery* seperti kompensasi, sedangkan pada grup tidak parah harus ditekankan pada SST *quality* seperti memperbaiki kecepatan internet dan memperbaiki tampilan. Ketiga pengalaman pelanggan terbukti meningkatkan kepuasan pelanggan.

Pada dua grup tidak ada perbedaan. Sehingga untuk meningkatkan kepuasan pelanggan, maka website *online shopping* harus mampu menawarkan jasa dengan cara yang membahagiakan, menyenangkan atau membuat pelanggan merasa menikmati. Keempat, *Online shopping satisfaction* terbukti meningkatkan *online shopping repurchase intention*. Pada dua grup ada perbedaan, dimana grup kekecewaannya tidak parah akan mempunyai tendensi membeli kembali lebih banyak jika puas, dibandingkan dengan grup parah. Sehingga jika ingin meningkatkan tingkat pembelian kembali, grup tidak parah harus mempunyai perhatian lebih.

6.2. Saran

Penelitian ini mempunyai keterbatasan pada beberapa hal. Pertama adalah alat ukur pengalaman pelanggan adalah alat ukur yang dikembangkan oleh S. Rose et al., (2012), yang digunakan hanyalah alat ukur pengalaman pelanggan yang afektif. Sehingga perlu dikembangkan penggunaan pada alat ukur pengalaman pelanggan secara kognitif. Kedua penelitian ini mempunyai keterbatasan pada penggunaan model SST *quality* dari Lin & Hsieh, (2011) hanya menggunakan beberapa indikator saja. Sehingga kedepannya perlu digunakan indikator terbaru dengan mode full second order. Selain itu penelitian selanjutnya yang perlu dilakukan adalah pengembangan penelitian ini untuk memperjelas hubungan dengan menggunakan *attribution theory* lainnya dan menambahkan variabel variabel lain seperti *store image*, *compensation*, atau *word of mouth*.

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