



**CHAPTER VI**  
**CONCLUSION, RESEARCH**  
**LIMITATIONS AND RECOMENDATINOS**

**A. Conclusion**

Based on the results of data analysis that has been done, it can be concluded that:

1. The trust variable has a positive and significant effect on the selection of e-commerce sites by the millennial generation. High level of trust can encourage millennial generation to select e-commerce sites.
2. The price variable has a positive and significant effect on the selection of e-commerce sites by the millennial generation. If e-commerce provides prices in accordance with millennial generation the selection of e-commerce sites by millennial generation will occur.
3. The promotion variable has a positive and significant effect on the selection of e-commerce sites by the millennial generation. The more attractive the promotion offered, the selection of e-commerce sites will also increase.
4. The risk variable has a negative and not significant effect on the selection of e-commerce sites by the millennial generation. Millennials awareness when making online purchase will always face risk.
5. The time variable has a positive and significant effect on the selection of e-commerce sites by the millennial generation. If transaction in e-commerce takes more a short time, the selection of e-commerce sites by millennial generation will also increase.
6. The ease of use variable has a positive and significant effect on the selection of e-commerce sites by the millennial generation. The higher the level of ease of using e-commerce, the selection of e-commerce sites by millennial generation will also increase.

7. Quality of information variable has a positive and not significant effect on the selection of e-commerce sites by the millennial generation. Millennials are often doubtful of the information provided by e-commerce and prefer to look for personal information.

## **B. Research Limitations**

1. Researchers only use the dependent variable is selection of e-commerce, and the independent variables are trust, price, promotion, risk, time, ease of use and quality of information.
2. This research was conducted at eight universities in Yogyakarta which have been accredited A, which is Universitas Gadjah Mada, Universitas Negeri Yogyakarta, Universitas Pembangunan Nasional Veteran, Universitas Islam Negeri Sunan Kalijaga, Universitas Muhammadiyah Yogyakarta, Universitas Islam Indonesia, Universitas Ahmad Dahlan, and Universitas Atma Jaya. The next researcher is expected to be able to research other universities so that they can distinguish between objects.

## **C. Recommendations**

1. E-commerce site service providers are expected to further improve the quality of information and are also expected to update the information provided so that customers get up to date information, both information about the products offered, as well as information about various matters relating to e-commerce so that the information provided can be used as a shopping reference for customers. For risk, maybe e-commerce can provide a guarantee. consumers must add additional costs

when making a purchase for warranty costs. so consumers are not afraid of transactions in e-commerce.

2. For the next researcher, it is expected that the results of this researcher can be used as a reference for similar research and are expected to add other variables that affect the selection of e-commerce sites by millennial generation.

