

## **BAB V**

### **KESIMPULAN DAN SARAN**

Bab ini memuat kesimpulan yang berhasil diperoleh peneliti setelah melakukan pengolahan dan analisis pada data yang dikumpulkan, juga rekapitulasi dari usulan perbaikan yang disampaikan kepada perusahaan X sebagai penyedia layanan OGS dan saran yang diharapkan dapat berguna untuk penelitian selanjutnya untuk meningkatkan kualitas hasil penelitian.

#### **V.1 Kesimpulan**

Berdasarkan penelitian yang telah dilakukan, berikut adalah beberapa kesimpulan yang berhasil diperoleh:

1. Faktor-faktor yang berpengaruh pada intensi penggunaan OGS toserba X adalah *perceived ease of use*, *perceived usefulness*, *perceived risk*, *social influence*, dan *compatibility*.
2. Usulan perbaikan yang diberikan untuk meningkatkan intensi penggunaan OGS toserba X meliputi perbaikan pada situs *web* dengan melengkapi fitur-fitur untuk meningkatkan kemudahan pakai, perbaikan sistem pemberian tarif pengiriman jarak dekat tanpa syarat pembelian *minimum*, pengembangan aplikasi pada perangkat ponsel, pengadaan sistem pengantaran menggunakan *pick up point*, *giveaway* untuk *review* layanan OGS, pemberian forum interaksi antar *user*, dan pembuatan konten *marketing* yang relevan dengan masalah konsumen.

#### **V.2 Saran**

Berdasarkan hasil penelitian dan kesimpulan yang telah diperoleh, berikut adalah beberapa saran yang diberikan kepada perusahaan pengelola OGS toserba X:

1. Menerapkan usulan yang sudah diterima, dengan harapan dapat berpengaruh terhadap intensi penggunaan OGS.
2. Melakukan peninjauan dan perbaikan secara berkala pada variabel-variabel yang berdasarkan penelitian ini terbukti secara signifikan

berpengaruh terhadap intensi penggunaan, untuk dapat meningkatkan jumlah *visitor* dan *customer* pada OGS toserba X.

Selain saran untuk perusahaan, terdapat juga saran-saran yang dapat diterapkan dalam penelitian serupa di masa yang akan datang, untuk menghasilkan hasil penelitian yang lebih baik. Berikut adalah beberapa saran untuk penelitian selanjutnya:

1. Penambahan jumlah responden pada tahap pengembangan model untuk mengidentifikasi faktor-faktor lain yang mempengaruhi keputusan konsumen dalam menggunakan OGS.
2. Penambahan jumlah responden pada tahap pengumpulan data sehingga dapat merepresentasikan lebih banyak bagian dari populasi.

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