

## **BAB 6**

### **KESIMPULAN DAN SARAN**

Pada bab ini akan dijelaskan mengenai kesimpulan dari hasil penelitian yang telah dilakukan. Selain itu juga akan dipaparkan saran-saran yang diberikan untuk penelitian-penelitian terkait selanjutnya.

#### **6.1 Kesimpulan**

Berdasarkan analisis pengaruh total, faktor-faktor yang memengaruhi niat konsumen untuk mengadopsi OGS secara kontinu adalah *performance expectancy*, *effort expectancy*, *technology anxiety*, *responsiveness*, *product portfolio*, dan *trust*. Model penelitian yang ditemukan dapat menjelaskan 69% variansi dari niat adopsi OGS secara kontinu.

Pada penelitian ini terdapat kebaruan dalam mengintegrasikan variabel *technology anxiety*, *perceived online service quality*, dan *trust*. Berdasarkan hasil penelitian didapatkan *technology anxiety* terbukti berpengaruh terhadap *performance expectancy* dan *effort expectancy*, serta berpengaruh secara tidak langsung terhadap niat adopsi OGS secara kontinu. Variabel *perceived online service quality* terbukti berpengaruh terhadap niat adopsi OGS secara kontinu, khususnya *responsiveness* dan *product portfolio*. Selain itu juga didapatkan variabel *trust* menjadi faktor yang paling menentukan niat adopsi OGS secara kontinu.

Faktor yang perlu menjadi prioritas bagi penyedia layanan OGS adalah *trust*, lalu diikuti oleh *performance expectancy*, *product portfolio*, *responsiveness*, *effort expectancy* dan yang terakhir *technology anxiety*. Dalam upaya meningkatkan kepercayaan konsumen, penyedia layanan OGS harus memastikan keamanan transaksi *online*, melindungi informasi pelanggan, memberikan layanan *hotline* 24 jam, memberikan jaminan uang kembali, membuat kebijakan pengembalian barang yang baik, meningkatkan prosedur autentikasi akun konsumen, dan memberikan jaminan kualitas untuk produk yang ditawarkan, khususnya untuk *fresh product*. Penyedia layanan OGS harus mampu memegang janji serta komitmen yang ditawarkan. Hal ini dikarenakan konsumen akan cenderung melakukan transaksi kembali bila memercayai layanan tersebut berdasarkan pengalaman masa lalunya.

## 6.2 Saran

Berikut ini merupakan saran yang dapat diberikan untuk penelitian selanjutnya yang berkaitan dengan niat adopsi OGS secara kontinu.

1. Responden penelitian ini hanya masyarakat yang berdomisili di Jabodetabek dan Bandung yang sudah pernah melakukan OGS sehingga mengurangi daya generalisasi hasil penelitian. Dengan melibatkan responden dari kota-kota besar lainnya di Indonesia, dapat diperoleh analisis yang lebih general.
2. Penelitian ini tidak memisahkan kategori *grocery* berdasarkan *fresh product* dan *non fresh product*. Penelitian selanjutnya dapat menganalisis apakah terdapat perbedaan niat adopsi OGS secara kontinu untuk kategori *grocery* yang berbeda, sehingga saran yang diberikan kepada penyedia layanan OGS bisa lebih baik lagi.

3. Penelitian ini hanya melibatkan faktor yang terdapat pada UTAUT dengan *technology anxiety*, *perceived online service quality*, dan *trust*. Penelitian selanjutnya dapat melibatkan faktor-faktor lain yang belum dikaji dalam penelitian ini, misalnya faktor risiko dan kepuasan ketika berbelanja.
4. Penelitian ini menemukan bahwa *trust* (kepercayaan) menjadi faktor yang paling berpengaruh terhadap niat adopsi OGS secara kontinu. Menarik untuk diteliti lebih lanjut, faktor apa saja yang berpengaruh terhadap kepercayaan, seperti integritas dan reputasi penyedia layanan, serta pengalaman konsumen dalam melakukan transaksi OGS.

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