

BAB 6

KESIMPULAN DAN SARAN

Pada bab ini dibahas mengenai kesimpulan yang didapatkan berdasarkan hasil penelitian untuk menjawab rumusan masalah dan tujuan pada penelitian ini. Selain itu, terdapat saran-saran yang disusun berdasarkan hasil penelitian ini untuk penelitian serupa berikutnya di masa yang akan datang. Berikut merupakan pembahasan dari kesimpulan dan saran pada penelitian ini.

6.1 Kesimpulan

Berdasarkan hasil penelitian yang telah dilakukan, didapatkan dua poin besar kesimpulan untuk menjawab tujuan dan rumusan masalah pada penelitian ini. Berikut merupakan kesimpulan penelitian yang didapatkan:

1. Berdasarkan hasil penelitian, didapatkan bahwa variabel yang memengaruhi *adoption intention* pada layanan *e-scooter sharing* adalah *performance expectancy of using scooter, facilitating condition for using digital application, facilitating condition for using scooter, social influence, hedonic motivation, habit, dan perceived safety*. Seluruh variabel tersebut terbukti merupakan faktor yang memengaruhi *adoption intention* layanan *e-scooter sharing* secara positif. Sehingga, dapat dikatakan bahwa peningkatan atau perbaikan pada faktor-faktor tersebut juga akan meningkatkan niat masyarakat untuk mengadopsi layanan *e-scooter sharing*. Berdasarkan hasil penelitian juga terbukti bahwa faktor tambahan pada model UTAUT2 yang

digunakan, *perceived safety* yang merupakan persepsi masyarakat akan keamanan dan keselamatan dalam menggunakan layanan *e-scooter sharing* juga berpengaruh pada layanan ini. Temuan lain yang didapatkan pada penelitian ini adalah pemecahan variabel-variabel pada model UTAUT2 ke dalam perspektif wujud layanan *e-scooter sharing* sebagai objek fisik berupa kendaraan fisik dan objek digital yang merupakan hal baru untuk model UTAUT2 ini terbukti memiliki manfaat karena adanya perbedaan hasil pada persepsi masyarakat mengenai penggunaan aplikasi digital dan kendaraan pada layanan ini. Model penelitian yang dikembangkan pada penelitian ini mampu menjelaskan 72,2% variansi niat adopsi dari layanan *e-scooter sharing*.

2. Rekomendasi yang diberikan kepada penyedia layanan *e-scooter sharing* berdasarkan UTAUT2 dan memperhatikan persepsi keselamatan dan berdasarkan wujudnya ini disusun berdasarkan prioritas pada tingkat pengaruh dari faktor yang diamati. Urutan prioritas tersebut adalah *habit*, *perceived safety*, *facilitating condition for using scooter*, *social influence*, *facilitating condition for using digital application*, *hedonic motivation*, dan *performance expectancy of using scooter*. Rekomendasi yang diberikan kepada penyedia layanan *e-scooter sharing* berupa penggunaan promosi atau iklan yang menunjukkan manfaat atau keuntungan dari layanan *e-scooter sharing*, pengadaan promo yang menarik bagi masyarakat, peningkatan fitur keselamatan skuter, peningkatan kualitas infrastruktur atau fasilitas pendukung bagi pengendara skuter, peningkatan kompatibilitas aplikasi, serta peningkatan kualitas *customer service* melalui layanan *technical support*.

6.2 Saran

Berdasarkan hasil penelitian, disusun pula beberapa saran yang berguna untuk melengkapi kajian pada penelitian serupa berikutnya. Berikut merupakan beberapa saran yang diberikan:

1. Responden penelitian saat ini merupakan masyarakat yang berdomisili di kawasan Jabodetabek (Jakarta, Bogor, Depok, Tangerang, dan Bekasi) serta Bandung saja. Pada penelitian selanjutnya dapat disarankan untuk mendapatkan responden dari kota-kota besar lain di Indonesia yang memang memiliki potensi atau sudah memiliki layanan *e-scooter sharing* di kota bersangkutan yang sebelumnya belum ada pada penelitian ini. Sehingga hasil penelitian yang didapatkan bisa menjadi lebih komprehensif serta semakin dapat mewakili masyarakat Indonesia secara umum dan luas.
2. Penelitian ini memperhatikan adanya pemecahan variabel pada model UTAUT2 berdasarkan perspektif wujud layanan *e-scooter sharing*, yaitu sebagai objek fisik berupa kendaraan dan objek digital berupa aplikasi digital. Penelitian serupa selanjutnya diharapkan juga tetap menggunakan perspektif tersebut karena berdasarkan penelitian ini terbukti bahwa perbedaan perspektif wujud pada layanan *e-scooter sharing* bisa memberikan kesimpulan dan rekomendasi yang berbeda serta lebih spesifik terhadap wujudnya.
3. Penelitian ini memperhatikan persepsi keselamatan dalam bentuk variabel *perceived safety* pada model UTAUT2 yang merupakan hal baru untuk penelitian bersangkutan di Indonesia. Saran untuk penelitian serupa selanjutnya adalah agar dapat menambahkan variabel atau faktor lain yang

diduga turut memengaruhi *adoption intention* layanan *e-scooter sharing* atau variabel *perceived safety* agar dapat meningkatkan kemampuan prediksi atau menjelaskan dari variabel independen terhadap *adoption intention*. Hal tersebut dapat berhubungan dengan variabel baru yang melibatkan pemerintah karena berdasarkan hasil wawancara awal dan berpengaruhnya *perceived safety* atau keselamatan ini terdapat campur tangan pemerintah mengenai peraturan atau regulasi yang dibuat, serta peningkatan kualitas kondisi fasilitas seperti infrastruktur. Berdasarkan hal tersebut, maka disarankan untuk penelitian serupa selanjutnya dapat melibatkan variabel *policy support* atau *governmental support* dan *incentive policy* yang juga dapat diduga turut memengaruhi niat adopsi masyarakat terhadap layanan *e-scooter sharing*, terutama di Indonesia.

4. Penelitian yang dilakukan saat ini difokuskan untuk meneliti mengenai niat adopsi masyarakat terhadap layanan *e-scooter sharing*. Maka dari itu, diharapkan penelitian selanjutnya dapat melanjutkan dan mengembangkan penelitian ini hingga dapat meneliti perilaku adopsi masyarakat terhadap layanan *e-scooter sharing*.

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