

BAB V

KESIMPULAN DAN SARAN

Pada bagian ini akan dijelaskan terkait kesimpulan dan saran dari penelitian. Kedua hal ini berguna untuk dijadikan sebagai bahan referensi untuk penelitian berikutnya. Berikut adalah kesimpulan dan saran dari penelitian.

V.1 Kesimpulan

Pada subbab ini akan diberikan kesimpulan yang bertujuan untuk menggambarkan keseluruhan penelitian. Kesimpulan akan menjawab tujuan penelitian yang telah dirancang diawal. Berikut adalah kesimpulan yang didapatkan.

1. Terdapat dua variabel independen yang mempengaruhi niat pakai fitur pemesanan makanan pada aplikasi X yaitu *habit*, dan *information quality*. Selain itu juga, variabel umur memoderasi hubungan *habit* dan *behavioural intention* secara signifikan namun negatif sehingga Generasi Z memiliki pengaruh paling kuat.
2. Usulan yang diberikan untuk variabel *habit* adalah pemberian *reward* dalam bentuk misi, *maintenance* sistem, media komunikasi dan *tracking* terintegrasi, penambahan *driver*, promosi pada musim dan waktu tertentu, fitur *subscribe* dan reminder untuk restoran favorit konsumen pada waktu yang disesuaikan. Usulan terakhir untuk *information quality* adalah penambahan status dan informasi bagi restoran dan makanan seperti estimasi pengiriman, *badge*, dan lainnya, lalu pemberian fitur *pop up window* untuk promosi dan informasi lainnya, pemberian informasi *benefit* dan lainnya pada laman awal restoran, dan pemberian informasi terkait kandungan gizi makanan.

V.2 Saran

Pada subbab ini akan dibahas terkait saran penelitian. Saran penelitian ini dapat digunakan untuk penelitian kedepannya dengan topik yang serupa. Berikut adalah saran penelitian yang didapatkan.

1. Penelitian berikutnya dapat difokuskan untuk responden yang hanya menggunakan fitur pemesanan makanan pada aplikasi X saja sehingga usulan dapat lebih terfokus pada satu objek penelitian.
2. Model penelitian terkait aplikasi pemesanan makanan dapat dikembangkan lagi dan lebih disesuaikan dengan melakukan studi literatur yang menyeluruh.

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