

BAB 5

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan analisis data yang telah dilakukan dalam penelitian ini, kesimpulan yang dapat diambil adalah sebagai berikut:

1. Berdasarkan hasil analisis pada tingkat antusiasme mahasiswa, dapat disimpulkan bahwa mahasiswa antusias dengan adanya penerapan sistem berbagi sepeda listrik. Probabilitas mahasiswa dalam menyewa sepeda listrik dipengaruhi oleh variabel durasi penyewaan dan tarif penyewaan. Semakin rendah tarif penyewaan dan semakin tinggi durasi penyewaan, probabilitas mahasiswa untuk menyewa sepeda listrik meningkat.
2. Berdasarkan perhitungan dan analisis WTP, maka nominal yang bersedia dibayarkan oleh mahasiswa UNPAR dalam menggunakan sistem berbagi sepeda listrik adalah sebesar Rp 25.083 per jam.

5.2 Saran

Berdasarkan hasil analisis yang dilakukan pada studi ini, terdapat saran yang dapat disampaikan untuk studi berikutnya:

1. Penelitian dapat dilakukan dengan meninjau atribut lain dalam penerapan sistem berbagi sepeda listrik yaitu fasilitas bersepeda yang meliputi jalur terpisah untuk pesepeda.
2. Penelitian dapat diperluas cakupannya untuk perbandingan yang meliputi mahasiswa UNPAR, dosen, pekarya, dan masyarakat di sekitar UNPAR.

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