

# BAB 5

## KESIMPULAN DAN SARAN

### 5.1 Kesimpulan

Analisis pada penelitian ini mendapatkan beberapa hasil yang dapat disimpulkan sebagai berikut:

1. Berdasarkan hasil analisis, mahasiswa UNPAR cenderung menggunakan sepeda sebagai alat transportasi dalam melakukan olahraga dengan frekuensi sebanyak lebih dari 4 kali dalam sebulan.
2. Berdasarkan hasil analisis dari pemodelan pertama, semakin besar variabel karakteristik perjalanan berupa frekuensi dalam bersepeda menyebabkan probabilitas sepeda listrik *pedal assist electric bikes*, *throttle-controlled electric bike* dan *speed pedal assists electric bikes* menurun, sedangkan semakin besar variabel karakteristik perjalanan berupa jarak menyebabkan probabilitas sepeda listrik *pedal assist electric bikes*, *throttle-controlled electric bike* dan *speed pedal assists electric bikes* meningkat.
3. Berdasarkan hasil analisis dari pemodelan kedua, semakin tingginya nilai IMT tidak mempengaruhi keputusan untuk tidak membeli ketiga jenis sepeda listrik. Sepeda listrik *pedal assist electric bikes* sangat diminati oleh responden dengan IMT yang beragam, dengan memiliki probabilitas yang tinggi dibandingkan kedua tipe sepeda listrik lainnya.

### 5.2 Saran

Berdasarkan hasil analisis yang telah dilakukan pada penelitian ini, terdapat beberapa saran yang dapat disampaikan untuk studi selanjutnya:

1. Perlu mengembangkan pemodelan dengan melibatkan variabel kualitas pelayanan (Keamanan dan lain-lain).
2. Diperlukan studi lanjut dengan pendekatan yang berbeda untuk mengetahui variabel yang memiliki pengaruh terhadap pemilihan jenis sepeda listrik.

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