

BAB 5

KESIMPULAN DAN SARAN

5.1. Kesimpulan

Berlandaskan analisis data yang telah dilakukan pada penelitian ini, kesimpulan yang didapatkan adalah:

1. Atribut dalam skema tarif parkir dinamis yang signifikan memengaruhi peluang keputusan responden adalah atribut tarif parkir saat datang dan diskon parkir.
2. Atribut tarif parkir saat datang dan pemasukan atau uang saku responden menjadi atribut yang paling signifikan memengaruhi model. Tarif parkir saat datang yang lebih mahal, akan secara signifikan menurunkan peluang responden untuk memilih parkir lebih besar. Semakin besar pemasukan atau uang saku responden, maka akan menaikkan peluang responden untuk memilih parkir lebih besar.
3. Kenyamanan posisi parkir UNPAR memiliki pengaruh yang signifikan terhadap peluang keputusan responden untuk parkir. Semakin tinggi tingkat kenyamanan yang dirasakan oleh responden, maka akan menaikkan peluang responden untuk parkir hingga 35,03%.

5.2. Saran

Untuk pengembangan penelitian, beberapa saran yang dapat disampaikan adalah sebagai berikut:

1. Penelitian lebih lanjut dapat memvariasikan level dari setiap atribut yang sudah diteliti dalam penelitian ini.
2. Penelitian lebih lanjut dapat mengembangkan atribut yang belum digunakan pada penelitian ini, yaitu seperti waktu bebas tarif parkir, keanggotaan parkir, dan fasilitas parkir.

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