

BAB VI

KESIMPULAN DAN SARAN

6.1 Kesimpulan

Berdasarkan analisis data dan pembahasan yang telah dibahas pada bab-bab sebelumnya, maka dapat disimpulkan sebagai berikut.

- A. Penelitian ini mengembangkan TAM pengguna aplikasi video conference dengan menggunakan beberapa faktor seperti: *Social Presence*, *Perceived Herd Behavior*, *Subjective Norms*, *Facilitating Conditions*, *Perceived Usefulness* dan *Behavioral Intention to use*. Faktor-faktor yang digunakan pada penelitian ini secara langsung maupun tidak langsung mempengaruhi penerimaan pengguna aplikasi video conference.
- B. Faktor *perceived usefulness* memiliki dampak langsung dalam mempengaruhi penerimaan pengguna aplikasi video conference dibandingkan dengan faktor *social presence*. Ini berarti dalam penelitian ini, kegunaan yang dirasakan pengguna lebih dominan dalam mempengaruhi penerimaan pengguna suatu aplikasi dibandingkan dengan aspek sosial. Secara umum, kemampuan aplikasi video conference dirasakan bermanfaat dan menyenangkan bagi pengguna dari segi kehadiran sosial, norma subjektif, fasilitas yang mendukung, niat dan perilaku maupun kegunaan yang dirasakan oleh pengguna.

6.2 Saran

Penelitian ini membahas beberapa faktor yang berpengaruh dalam konteks penerimaan pengguna aplikasi video conference. Penulis menyarankan untuk

penelitian kedepannya dapat dikembangkan dengan menambahkan faktor-faktor lain seperti hubungan sosial, interaksi parasosial, jarak kekuasaan dll sebagai acuan dalam penelitian mengenai TAM. Saran lain dari penulis mengenai ruang lingkup penyebaran kuesioner ke partisipan yang bisa diperluas atau lebih berfokus pada suatu bidang tertentu.



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