

BAB V KESIMPULAN

5.1. Kesimpulan

Dari hasil analisis yang diperoleh didapatkan 11 hipotesis diterima dari 15 hipotesis yang diajukan. Berikut adalah beberapa faktor yang memengaruhi niat keberlanjutan saat menggunakan aplikasi Tokopedia.

1. Pengaruh *Satisfaction* positif serta signifikan atas *Continued Intention* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.240, *t-statistic* 4.494, dan *p-values* 0.000.
2. Pengaruh *Confirmation* positif serta signifikan atas *Satisfaction* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.562, *t-statistic* 12.807, dan *p-values* 0.000.
3. Pengaruh *Perceived Usefulness* positif serta signifikan atas *Satisfaction* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.277, *t-statistic* 6.123, dan *p-values* 0.000.
4. Pengaruh *Perceived Usefulness* positif serta signifikan atas *Continued Intention* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.111, *t-statistic* 2.425, dan *p-values* 0.015.
5. Pengaruh *Confirmation* serta signifikan atas *Perceived Usefulness* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.488, *t-statistic* 10.772, dan *p-values* 0.000.
6. Pengaruh *Perceived Usefulness* positif serta signifikan atas *Attitude* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.144, *t-statistic* 2.600, dan *p-values* 0.009.
7. Pengaruh *Perceived Ease of Use* positif serta signifikan atas *Perceived Usefulness* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.276, *t-statistic* 5.119, dan *p-values* 0.000.
8. Pengaruh *Attitude* positif serta signifikan atas *Continued Intention* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.344, *t-statistic* 4.941, dan *p-values* 0.000.

9. Pengaruh *Subjective Norm* positif serta signifikan atas *Continued Intention* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.259, *t-statistic* 5.860, dan *p-values* 0.000.
10. Pengaruh *Perceived Enjoyment* positif serta signifikan atas *Attitude* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.431, *t-statistic* 7.708, dan *p-values* 0.000.
11. Pengaruh *Concentration* positif serta signifikan atas *Attitude* pengguna aplikasi Tokopedia. Hasil ini dapat dilihat berdasarkan *original sample* dengan nilai 0.310, *t-statistic* 6.679, dan *p-values* 0.000.

5.2. Saran

Lewat hasil analisis data kuesioner serta pengambilan kesimpulan maka diperoleh saran yang bisa diajukan baik untuk pihak Tokopedia maupun peneliti selanjutnya yaitu :

1. Menambahkan berbagai macam faktor lainnya yang belum digunakan dalam penelitian sehingga mampu menghasilkan penelitian yang lebih bervariasi.
2. Penelitian ini kemudian dapat dipakai untuk perbandingan dengan aplikasi *e-commerce* lainnya
3. Tokopedia bisa mengoptimasi dan mengevaluasi aplikasinya dengan meningkatkan *attitude* (perilaku pengguna atas aplikasi lewat respon positif atau negatif), membangun komunitas dan lingkungan pengguna yang suportif terhadap aplikasi Tokopedia agar dapat meningkatkan *subjective norm* (pengaruh lingkungan dan orang lain terhadap pengambilan keputusan pengguna), dan memenuhi serta tidak mengecewakan ekspektasi pengguna saat menggunakan aplikasi Tokopedia agar *confirmation* (konfirmasi pemenuhan ekspektasi) dapat terpenuhi.

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