

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Penelitian ini menguji pengaruh *retailer's website ethic* dan kepercayaan pada *website (trust in a website)* dapat berpengaruh terhadap niat pembelian konsumen secara *online (purchase intentions)* melalui sikap pada *website (attitude to website)*. Berdasarkan hasil penelitian pada bab sebelumnya maka kesimpulan yang diperoleh adalah sebagai berikut:

1. *Retailer's website ethic* berpengaruh positif dan signifikan terhadap sikap konsumen pada *website* Lazada di Surabaya.
2. Kepercayaan pada *website* berpengaruh positif dan signifikan terhadap sikap pada *website* Lazada di Surabaya.
3. Sikap pada *website* berpengaruh positif dan signifikan terhadap niat pembelian Lazada di Surabaya.
4. *Retailer's website ethic* berpengaruh positif dan signifikan terhadap niat pembelian Lazada di Surabaya.
5. Kepercayaan pada *website* berpengaruh positif dan signifikan terhadap niat pembelian Lazada di Surabaya.
6. *Retailer's website ethic* berpengaruh positif dan signifikan terhadap niat pembelian melalui sikap pada *website* Lazada di Surabaya.
7. Kepercayaan pada *website* berpengaruh tidak signifikan terhadap niat pembelian melalui sikap pada *website* Lazada di Surabaya.

5.2. Saran

Berdasarkan kesimpulan yang diperoleh maka dapat disarankan beberapa hal yaitu sebagai berikut:

5.2.1 Saran Akademis

Penelitian ini diharapkan dapat menjadi dasar sebagai referensi untuk melakukan penelitian lebih lanjut dengan menambahkan variabel seperti *perceived ease of use* dan *perceived usefulness* dimana kedua hal tersebut merupakan dua hal yang berhubungan dengan pemanfaatan teknologi yang dapat mempengaruhi sikap dan memiliki niat pembelian. Pada hasil penelitian uji multikolinearitas menunjukkan terdapat multikolinearitas pada koefisien antar variabel sehingga hasil uji tidak sesuai dengan standar. Penelitian lebih lanjut diharapkan dapat mempelajari keterkaitan dan pengaruh yang lebih luas mengenai hubungan antar variabel yaitu, *retailer's website ethic*, kepercayaan pada *website*, sikap pada *website* dan niat pembelian. Penelitian mendatang diharapkan mampu menjelaskan pengaruh antara variabel *retailer's website ethic* terhadap kepercayaan pada *website* yang tidak dijelaskan dalam penelitian ini.

5.2.2 Saran Praktis

1. Diharapkan agar Lazada dapat lebih meyakinkan konsumen bahwa situs *website* tersebut dapat memberikan kualitas produk yang baik agar konsumen memiliki anggapan positif terhadap Lazada bahwa Lazada dapat dipercaya. Maka dari itu, Lazada harus dapat membangun dan mempertahankan kepercayaan konsumen agar konsumen memiliki sikap yang baik, dimana konsumen senang dan nyaman terhadap *website* dan memiliki keinginan atau niat untuk melakukan pembelian melalui Lazada.
2. Diharapkan agar Lazada dapat terus memberikan pelayanan yang baik dan dapat menerapkan etika yang baik dalam menjalankan bisnis *e-commerce*. Lazada juga perlu lebih cepat dan tanggap dalam mengatasi

berbagai permasalahan dan keluhan yang terjadi terkait kepentingan konsumen, agar konsumen tidak merasa dirugikan.

3. Diharapkan agar Lazada dapat terus memberikan promosi atau diskon yang menarik bagi konsumen agar konsumen terdorong untuk tetap melakukan pembelian dalam waktu dekat melalui situs tersebut.
4. Diharapkan agar Lazada dapat memenuhi keinginan para konsumen dengan memberikan kenyamanan terhadap konsumen dengan pemberian kebenaran informasi mengenai produk terkait yang dijual.

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