

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan hasil penelitian dan pembahasan dapat diperoleh kesimpulan sebagai berikut:

- 1) Hipotesis 1 yang menyatakan bahwa persepsi kegunaan memiliki pengaruh yang signifikan terhadap minat menggunakan ulang *website* toko Gramedia *online* diterima. Hal tersebut dapat dikatakan bahwa persepsi kegunaan akan berpengaruh secara signifikan dan positif terhadap minat menggunakan ulang *website* toko Gramedia *online*.
- 2) Hipotesis 2 yang menyatakan bahwa persepsi *e-service quality* memiliki pengaruh yang signifikan terhadap minat menggunakan ulang *website* Gramedia *online* diterima. Hal tersebut dapat dikatakan bahwa persepsi *e-service quality* akan berpengaruh secara signifikan dan positif terhadap minat menggunakan ulang *website* toko Gramedia *online*.
- 3) Hipotesis 3 yang menyatakan bahwa *e-loyalty program* memiliki pengaruh yang signifikan terhadap minat menggunakan ulang *website* Gramedia *online* diterima. Hal tersebut dapat dikatakan bahwa *e-loyalty program* akan berpengaruh secara signifikan dan positif terhadap minat menggunakan ulang *website* toko Gramedia *online*.
- 4) Hipotesis 4 yang menyatakan bahwa persepsi kegunaan dapat memoderasi hubungan antara persepsi *e-service quality* terhadap minat menggunakan ulang *website* Gramedia *online* ditolak. Hal tersebut dapat dikatakan hubungan antara persepsi *e-service*

quality dan minat menggunakan ulang *website* Gramedia *online* tidak dapat diperkuat oleh variabel persepsi kegunaan.

- 5) Hipotesis 5 yang menyatakan bahwa persepsi kegunaan dapat memoderasi hubungan antara *e-loyalty program* terhadap minat menggunakan ulang *website* Gramedia *online* ditolak. Hal tersebut dapat dikatakan hubungan antara *e-loyalty program* dan minat menggunakan ulang *website* Gramedia *online* tidak dapat diperkuat oleh variabel persepsi kegunaan.

5.2. **Saran.**

Berdasarkan penelitian yang telah dilakukan maka saran yang dapat diberikan adalah sebagai berikut:

a. Bagi pihak Gramedia *online*.

Gramedia *online* sebaiknya lebih memperhatikan persepsi kegunaan, persepsi *e-service quality*, dan *e-loyalty program* untuk segera dikembangkan lebih baik karena berdasarkan hasil penelitian yang telah saya lakukan menunjukkan bahwa persepsi kegunaan, persepsi *e-service quality*, dan *e-loyalty program* telah terbukti mampu meningkatkan minat konsumen dalam menggunakan ulang *website* Gramedia *online*. Persepsi kegunaan dapat ditingkatkan dengan cara membuat *website* yang mudah digunakan, dan memberikan informasi terbaru. Persepsi *e-service quality* dapat ditingkatkan dengan cara menjamin keamanan dan kenyamanan konsumen saat bertransaksi di *website*, meningkatkan kemudahan dalam mengakses *website*, dan memberikan informasi yang benar kepada para konsumen. Sedangkan *e-loyalty program* dapat ditingkatkan dengan cara memmberikan diskon atau bonus-bonus yang menarik bagi konsumen yang berbelanja di situs *website*.

- b. Bagi para akademisi dan pembaca untuk memperluas penelitian dengan mempertimbangkan daerah penelitian di tempat usaha atau perusahaan lain sehingga dihasilkan suatu informasi mengenai hubungan antara persepsi kegunaan, persepsi *e-service quality* dan *e-loyalty program* terhadap minat untuk menggunakan ulang *website toko online*.

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