

BAB V

PENUTUP

5.1. Kesimpulan

Berdasarkan pada judul penelitian, pokok dari permasalahan, tujuan penelitian, rumusan hipotesis dan juga pembahasan dari hasil penelitian, maka dapat disimpulkan bahwa :

1. Kepercayaan Yang Dirasakan berpengaruh signifikan terhadap Niat Membeli *Online* pada pelanggan Tokopedia di Surabaya
2. Pembelian Impulsif berpengaruh signifikan terhadap Niat Membeli *Online* pada pelanggan Tokopedia di Surabaya

5.2. Keterbatasan Penulis

Berdasarkan hasil dari penelitian yang telah dilakukan, maka terdapat beberapa keterbatasan pada penelitian ini, berikut penjelasannya :

1. Pada saat proses pengambilan data, informasi yang diberikan responden melalui kuesioner terkadang tidak selalu menunjukkan pendapat responden yang sebenarnya, hal ini terjadi karena adanya perbedaan pemikiran, dan pemahaman yang berbeda-beda tiap responden, juga faktor lain seperti faktor kejujuran dan juga kesiapan responden dalam pengisian kuesioner.
2. Dalam mencari responden, peneliti cukup merasakan kesusahan karena adanya kriteria responden berdomisili di Surabaya yang harus terpenuhi agar data dapat digunakan ditambah dengan situasi membuat pencarian data memerlukan waktu yang cukup lama. Pada saat pandemi ini, banyak sekali calon responden

yang mengabaikan kuesioner yang sedang disebarakan sehingga proses pengambilan data memerlukan waktu yang cukup panjang.

5.3. Saran

Peneliti dapat memberikan saran sebagai masukan kepada berbagai pihak yang menggunakan penelitian ini sebagai referensi yaitu :

1. Penelitian selanjutnya diharapkan dapat mengembangkan penelitian dengan cara meneliti variabel lain yang mempengaruhi niat membeli *online* sebagai contoh kualitas pelayanan dan citra merk.
2. Peneliti selanjutnya diharapkan meneliti pada populasi konsumen yang lebih luas seperti meneliti pelanggan lama maupun pelanggan baru asalkan telah memanfaatkan pelayanan supermarket.
3. Bagi perusahaan Tokopedia diharapkan dapat melakukan inovasi dalam kewanaman dan juga kenyamanan agar dapat meningkatkan nilai kepercayaan dari para pelanggan.
4. Bagi perusahaan Tokopedia diharapkan dapat melakukan inovasi baik dalam sistemnya maupun promosinya, hal tersebut bertujuan agar para pelanggan tertarik dan juga merasa terdorong untuk menumbuhkan rasa minat membeli secara *online* pada Tokopedia.

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