

BAB V

PENUTUP

5.1 Kesimpulan

Pada hasil analisis yang telah dilakukan peneliti saat ini dapat menjawab hipotesis yang telah di paparkan pada bab satu , berikut kesimpulan hasil analisis :

1. Motif utilitarian berpengaruh positif signifikan terhadap intensi pembelian produk. Dapat dikatakan memiliki pengaruh karena dengan dasar motif utilitarian pada konsumen akan membuat kemungkinan timbulnya intensi pembelian produk oleh generasi Z pada aplikasi Shopee. Dapat juga dikatakan memiliki pengaruh karena jika pelanggan memahami manfaat dari suatu pembelian produk yang akan didapat yang mana disebut motif utilitarian maka akan semakin mungkin untuk timbul intensi pembelian produk.
2. Keterlibatan pelanggan berpengaruh positif signifikan terhadap intensi pembelian produk. Dapat dikatakan berpengaruh karena semakin tinggi atau semakin jauh pelanggan terlibat pada aplikasi Shopee, maka semakin tinggi kemungkinan adanya intensi pembelian produk oleh generasi Z pada aplikasi Shopee. Keterlibatan pelanggan dapat berupa memberi ulasan, mengunjungi aplikasi dan lain sebagainya seperti yang dijelaskan pada bab sebelumnya.
3. Kesadaran merek berpengaruh positif tapi tidak signifikan karena pengetahuan atau kesadaran pelanggan terhadap merek Shopee tidak mempengaruhi intensi pembelian produk oleh generasi Z pada aplikasi Shopee.

5.2 Keterbatasan Penelitian

Keterbatasan penelitian pada penelitian ini disebabkan berbagai hal dapat secara teoritis, metodologis dan teknis akan diuraikan sebagai berikut:

1. Keterbatasan untuk mencari responden karena secara online
2. Kesulitan untuk mendapatkan responden yang sungguh-sungguh untuk mengisi kuesioner
3. Keterbatasan dalam konsultasi mengenai penelitian yang dijalanka karena waktu dan tempat.

5.3 Saran

Bagi Shopee

Item pernyataan MU3 yaitu Shopee menawarkan produk yang beraneka ragam memiliki nilai yang paling tinggi pada *loading factor*, maka dapat disarankan untuk Shopee dapat menjaga serta meningkatkan keanekaragaman produk yang di jual pada aplikasi Shopee. Menurut Kahn and Wansink (2004) semakin banyak pilihan yang dimiliki konsumen, semakin dibutuhkan pengendalian diri yang akan membuat konsumen lebih memperhatikan keinginan dan kepuasan batinnya. Pemasaran tradisional percaya bahwa semakin banyak pilihan yang ditawarkan pedagang kepada pelanggan, semakin baik efeknya, karena mereka percaya bahwa semakin tinggi keragaman barang, semakin sensitif kebutuhan konsumen, semakin cepat pilihan.

Pada saran berikutnya adalah meningkatkan pemberian informasi pada pelanggan karena pelanggan mengikuti perkembangan untuk mengetahui

informasiterbaru dari Shopee karena menurut hasil penelitian item pernyataan yang bersangkutan memiliki nilai yang paling tinggi diantara item pernyataan dalam variabel keterlibatan konsumen. Pemberian informasi yang dapat dilakukan seperti memunculkan iklan pada *platform social* media seperti Instagram dan facebook dengan ini pelanggan akan dengan mudah mendapat informasi mengenai Shopee sebelum atau tanpa mereka membuka aplikasi Shopee terlebih dahulu.

Bagi Peneliti Selanjutnya

Bagi peneliti selanjutnya diharapkan dapat mengembangkan penelitian saat ini dengan menambahkan variabel selain variabel motif utilitarian, keterlibatan pelanggan, kesadaran merek dan intensi pembelian produk. Penelitian selanjutnya disarankan untuk menambah jangkauan penelitian terhadap subjek yaitu pada generasi sesudah atau sebelum generasi Z. Diharapkan peneliti berikutnya dapat memberikan solusi dan membantu perusahaan yang lebih banyak untuk melakukan keputusan yang lebih baik. Pada peneliti selanjutnya dapat mengembangkan instrument penelitian pada kesadaran merek agar dapat diambil dari sudut pandang responden terhadap dirinya sendiri kepada merek.

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