BAB 5
SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan analisis data dan pembahasan maka hasil penelitian ini dapat disimpulkan sebagai berikut :

1. *Responsiveness* berpengaruh positif terhadap *e-trust*.
2. *Responsiveness* berpengaruh postitif terhadap *e-satisfaction.*
3. *E-trus* berpengaruh positif terhadap *e-loyalty*.
4. *E-satisfaction* berpengaruh positif terhadap *e-loyalty*.
5. *Responsiveness* berpengaruh positif tidak langsung terhadap *e-loyalty* melalui *e-trust*.
6. *Responsiveness* berpengaruh positif tidak langsung terhadap *e-loyalty* melalui *e-satisfaction.*

5.2 Saran

Berdasarkan kesimpulan di atas maka hasil penelitian ini selayaknya digunakan oleh manajemen matahari departemen store untuk:

1. *Website* mataharistore.com disarankan untuk meningkatkan kecepatan dalam menyelesaikan masalah, karena konsumen yang di perlakukan dengan cepat penyelesaian masalahnya itu akan merasa tenang dan tidak khawatir jika berbelanja di *website* matahristore.com karena jika terjadi suatu masalah

akan cepat diselesaikan oleh pihak mataharistore.com hal tersebut berdasarkan hasil kuesioner indikator tersebut yang paling rendah.

2. *Website* mataharistore.com disarankan untuk meningkatkan komitmennya untuk menepati janji sesuai dengan yang dijanjikan dalam *website,* agar konsumen merasa percaya dan aman jika melakukan pembelian di mataharistore.com. Hal tersebut berdasarkan hasil kuesioner yang menyebutkan indikator tersebut yang paling rendah.
3. *Website* mataharistore.com disarankan untuk meningkatkan kepuasan pelangan dalam melakukan pembelian melalui *website*. Seperti dengan tampilan *website* yang menarik atau dengan promo-promo menarik seputar produk *website.* Sehingga pembeli akan merasa senang dan tertarik untuk membeli ketika membuka *website*. Hal tersebut berdasarkan hasil kuesioner yang menyebutkan indikator tersebut yang paling rendah.
4. *Website* mataharistore.com disarankan untuk meningkatkan keyakinan kepada pembeli agar pembeli yakin bahwa *website* merupakan media terbaik dalam pembelian produk kembali secara online. Hal tersebut berdasarkan hasil kuesioner yang menyebutkan indikator tersebut yang paling rendah.
5. Penelitian ini hanya fokus untuk meneliti *responsiveness website* yang bersumber padahal masih ada aspek lain seperti

kualitas informasi dan kualitas sistem. Selain itu, kuesioner penelitian ini menggunakan kuesioner tertutup sehingga tidak bisa untuk menggali latar belakang pengguna melakukan pembelian produk melalui mataharistore.com selain yang jawaban yang tersedia dalam kuesioner. Oleh karena itu, perlu adanya penelitian lebih lanjut dengan menggunakan indikator yang lebih komprenhensif dan selain kuesioner tertutup juga dicantumkan pertanyaan terbuka dalam kuesioner.

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