

## **BAB 5**

### **SIMPULAN, KETERBATASAN, DAN SARAN**

#### **5.1 Simpulan**

Berdasarkan pada pembahasan pada bab sebelumnya, simpulan dalam penelitian ini adalah sebagai berikut:

1. *Mobillity* terbukti tidak memiliki pengaruh terhadap *Satisfaction*. Dengan demikian, hipotesis 1 yang menyatakan bahwa *Mobility* tidak berpengaruh signifikan terhadap *Satisfaction* pada Tiket.com maka penelitian ini tidak di terima.
2. *Security* terbukti tidak memiliki pengaruh terhadap *Satisfaction*. Dengan demikian, hipotesis 2 yang menyatakan bahwa *Security* tidak berpengaruh signifikan terhadap *Satisfaction* pada Tiket.com maka penelitian ini tidak di terima.
3. *Store Offering* terbukti memiliki pengaruh terhadap *Satisfaction*. Dengan demikian, hipotesis 3 yang menyatakan bahwa *Store Offering* berpengaruh signifikan terhadap *Satisfaction* pada Tiket.com maka penelitian ini di terima.
4. *Ease of Use* terbukti memiliki pengaruh terhadap *Satisfaction*. Dengan demikian, hipotesis 4 yang menyatakan bahwa *Ease of Use* berpengaruh signifikan terhadap *Satisfaction* pada Tiket.com maka penelitian ini di terima
5. *Customer Service* terbukti memiliki pengaruh terhadap *Satisfaction*. Dengan demikian, hipotesis 5 yang menyatakan bahwa *Customer Service* berpengaruh signifikan terhadap *Satisfaction* pada Tiket.com maka penelitian ini di terima
6. *Satisfaction* terbukti memiliki pengaruh terhadap *Repurchase Intention*. Dengan demikian, hipotesis 6 yang menyatakan bahwa *Satisfaction* berpengaruh signifikan terhadap *Repurchase Intention* pada Tiket.com maka penelitian ini di terima

## 5.2 Keterbatasan

1. Lokasi penelitian hanya dalam lingkup kota Surabaya saja, padahal Tiket.com dapat diakses oleh seluruh konsumen yang berada di Indonesia. Hal ini menjadi keterbatasan bagi penulis.
2. Adanya keterbatasan penelitian dengan menggunakan kuesioner yaitu terkadang jawaban yang diberikan oleh sampel tidak menunjukkan keadaan sesungguhnya. Masih terdapat jawaban kuesioner yang tidak konsisten menurut pengamatan peneliti. Karena responden yang cenderung kurang teliti terhadap pernyataan yang ada sehingga terjadi tidak konsisten terhadap jawaban kuesioner.

## 5.3 Saran

Berdasarkan hasil penelitian dan simpulan yang telah dikemukakan, dapat diajukan saran sebagai berikut:

### 5.3.1 Saran Akademik

Berdasarkan penelitian yang telah dilakukan ini, penelitian selanjutnya disarankan untuk meneliti lebih lanjut mengenai pengaruh pengaruh *mobility*, *security*, *store offerings*, *ease of use*, dan *customer service* terhadap niat membeli ulang pada tiket.com melalui *satisfaction* di indonesia. untuk ke depannya, diharapkan para peneliti dapat melakukan penelitian lebih lanjut mengenai variabel *Mobility* dan *Security* yang tidak berpengaruh signifikan terhadap *Satisfaction* konsumen.

### 5.3.2 Saran Praktis

Hasil penelitian ini memberikan saran kepada pengelola Tiket.com sebagai berikut:

1. Tiket.com disarankan untuk meningkatkan fitur aplikasinya, dengan mempermudah akses pembaruan aplikasi menjadi lebih cepat dan tidak mudah *trouble* dan menambah fitur-fitur *reminder* yang dapat membuat konsumen untuk melakukan transaksi kembali di Tiket.com.
2. Tiket.com disarankan untuk meningkatkan keamanannya sehingga konsumen dapat merasa lebih aman dan puas ketika melakukan transaksi di Tiket.com.
3. Tiket.com disarankan untuk selalu memberikan promo dan harga yang terbaik bagi konsumen karena hal ini merupakan daya tarik yang tinggi agar konsumen merasa puas dan memiliki niat untuk melakukan pembelian kembali.

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