

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan analisis dan pembahasan pada bab sebelumnya, maka dapat diambil simpulan dari penelitian ini adalah sebagai berikut:

1. *Service Performance* berpengaruh positif terhadap *Perceived Online Channel Value*. Hal ini menunjukkan bahwa hipotesis pertama “*Service Performance* berpengaruh positif terhadap *Perceived Online Channel Value* pada Matahari.com”, terbukti kebenarannya.
2. *Emotional Value* tidak signifikan terhadap *Perceived Online Channel Value*. Hal ini menunjukkan bahwa hipotesis kedua “*Emotional Value* berpengaruh positif terhadap *Perceived Online Channel Value* pada Matahari.com Department Store”, tidak terbukti kebenarannya.
3. *Monetary Value* tidak signifikan terhadap *Perceived Online Channel Value*. Hal ini menunjukkan bahwa hipotesis ketiga “*Monetary Value* berpengaruh positif terhadap *Perceived Online Channel Value* pada Matahari.com ”, tidak terbukti kebenarannya.
4. *Brand Integration Value* berpengaruh positif terhadap *Perceived Online Channel Value*. Hal ini menunjukkan bahwa hipotesis keempat “*Brand Integration Value* berpengaruh positif terhadap *Perceived Online Channel Value* pada Matahari.com ”, terbukti kebenarannya.
5. *Convenience Value* tidak signifikan terhadap *Perceived Online Channel Value*. Hal ini menunjukkan bahwa hipotesis kelima “*Convenience Value* berpengaruh positif terhadap *Perceived Online Channel Value* pada Matahari.com ”, tidak terbukti kebenarannya.
6. *Perceived Online Channel Value* berpengaruh positif terhadap *Online Channel Loyalty Intention*. Hal ini menunjukkan bahwa hipotesis keenam “*Perceived Online Channel Value* berpengaruh positif terhadap *Online Channel Loyalty Intention* pada Matahari.com ”, terbukti kebenarannya.

5.2 Saran

Dari hasil penelitian dan simpulan yang telah disebutkan di atas, maka dapat diajukan saran sebagai berikut:

5.2.1 Saran Praktis

1. Untuk meningkatkan *Emotional value*, pihak Matahari.com disarankan untuk memiliki tampilan produk yang menarik untuk meningkatkan ketertarikan konsumen untuk membeli produk.
2. Matahari.com disarankan mampu meningkatkan rasa kenyamanan konsumen dengan mempermudah penggunaan sistem *web* nya agar konsumen dapat lebih nyaman ketika menggunakan Matahari.com.
3. Matahari.com disarankan untuk memperhatikan kembali harga jual produknya apakah sudah sesuai dengan kualitasnya, sehingga dapat memberikan kesan bahwa produk di Matahari.com memiliki keseimbangan antara harga dan kualitas.

5.2.2 Saran Akademis

1. Bagi peneliti di masa yang akan datang disarankan untuk menambah faktor lain yang mempengaruhi nilai yang dirasakan serta loyalitas *kepada channel online* seperti *customer communication*, *social value*, dan *information usefulness*.
2. Bagi peneliti di masa yang akan datang disarankan untuk menggolongkan konsumen dari beberapa generasi supaya dapat mengetahui hasil yang lebih akurat pada setiap generasi.

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