

BAB 5

SIMPULAN DAN SARAN

5.1. Kesimpulan

Berdasarkan hasil penelitian dan pembahasan pada bab sebelumnya dapat ditarik beberapa kesimpulan guna menjawab rumusan masalah. Beberapa kesimpulan tersebut terdiri dari:

1. Variabel *merchandise attractiveness* berpengaruh terhadap *positive affect* pada konsumen toko online di Surabaya. Hasil ini menunjukkan bahwa hipotesis yang berbunyi “*Merchandise Attractiveness* berpengaruh terhadap *positive affect* pada konsumen toko online di Surabaya”, dinyatakan terbukti.
2. Variabel *site ease of use* berpengaruh terhadap *positive affect* pada konsumen toko *online* di Surabaya Hasil ini menunjukkan bahwa hipotesis yang berbunyi “*Site ease of use* berpengaruh terhadap *positive affect* pada konsumen toko *online* di Surabaya”, dinyatakan terbukti.
3. Variabel *enjoyment* berpengaruh terhadap *positive affect* pada konsumen toko *online* di Surabaya. Hasil ini menunjukkan bahwa hipotesis yang berbunyi “*Enjoyment* berpengaruh terhadap *positive affect* pada konsumen toko *online* di Surabaya”, dinyatakan terbukti.
4. Variabel *website communication style* berpengaruh terhadap *positive affect* pada konsumen toko *online* di Surabaya Hasil ini menunjukkan bahwa hipotesis yang berbunyi “*Website Communication Style* berpengaruh terhadap *positive affect* pada konsumen toko *online* di Surabaya”, dinyatakan terbukti.

5.2. Saran

Berdasarkan kesimpulan yang telah diuraikan diatas, maka peneliti akan memberikan saran dan masukan yang perlu diperhatikan oleh pihak took online *Olx.com* guna perbaikan kedepannya, saran tersebut terdiri dari:

1. Bagi perusahaan

Diharapkan hasil penelitian ini dijadikan bahan pertimbangan dalam meningkatkan *Mechandise Attractiveness*, *Ease of use*, *Enjoyment*, dan *Website Communication Style*, dan dapat menambah daya tarik yang ada dalam penataan *layout* sehingga akan menimbulkan rasa kesenangan pelanggan dalam berbelanja di OLX.com.

2. Bagi Peneliti selanjutnya

Diharapkan penelitian ini dijadikan bahan rujukan dan diharapkan pula untuk menambahkan atau mengembangkan variabel lainnya sehingga hasil penelitian selanjutnya akan semakin baik serta dapat memperoleh ilmu pengetahuan yang baru.

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