

## **BAB VI**

### **PENUTUP**

#### **6.1. Kesimpulan**

Penelitian ini menggunakan Technology Acceptance Model (TAM) untuk menjelaskan penerimaan pengguna terhadap situs jejaring sosial sebagai saluran pengaduan keluhan. Penelitian ini mengkonfirmasi penggunaan model TAM untuk menjelaskan penerimaan teknologi jejaring sosial, khususnya dalam konteks saluran pengaduan keluhan. Hasil penelitian mengungkapkan persepsi kegunaan (*perceived usefulness*) dan persepsi kemudahan (*perceived ease of use*) akan mempengaruhi sikap, dan kemudian mempengaruhi niat individu untuk menggunakan melalui sikap. Selain itu hasil penelitian ini mengkonfirmasi peran sikap (*attitude*) dalam memprediksi niat menggunakan teknologi situs jejaring sosial. Sikap individu berperan sebagai faktor utama penentu kesuksesan dalam mempengaruhi niat individu untuk menggunakan situs jejaring sosial, dalam hal ini untuk digunakan sebagai media untuk menyampaikan keluhan ke perusahaan. Namun pada akhirnya hasil penelitian tidak menemukan pengaruh yang signifikan antara persepsi kegunaan (*perceived usefulness*) dan niat individu untuk menggunakan (*intention to use*) teknologi jejaring sosial.

#### **6.2. Keterbatasan dan Saran Penelitian**

Penelitian ini memiliki beberapa faktor yang membatasi hasil penelitian. Pertama, penelitian ini dilakukan di Indonesia (*single country*). Sebagian besar partisipan berasal dari Daerah Istimewa Yogyakarta, dimana dikenal sebagai pusat

pendidikan dan budaya. Sehingga, hasil dari penelitian ini harus digeneralisasikan dengan hati-hati. Kedua, penelitian ini fokus pada partisipan generasi muda yang aktif menggunakan situs jejaring sosial sebagai target populasi. Partisipan pada segmen ini mungkin lebih aktif dalam menggunakan situs jejaring sosial. Selanjutnya, semua partisipan diberikan informasi mengenai tujuan penelitian, sehingga partisipan sebagai sampel penelitian merasa nyaman dalam menjawab pertanyaan tentang teknologi jejaring sosial. Ketiga, pengaruh karakteristik demografi seperti usia, pekerjaan, dan pendidikan tidak dipertimbangkan dalam penelitian ini. Maka sebab itu, penelitian selanjutnya seharusnya mengevaluasi pengaruh faktor-faktor tersebut dalam penerimaan teknologi jejaring sosial. Terakhir, penelitian ini tidak fokus pada situs jejaring sosial tertentu. Penelitian selanjutnya bisa melakukan penelitian dengan fokus pada situs jejaring sosial tertentu, seperti Facebook atau Twitter, sebagai saluran pengaduan keluhan.

and Seryonadi (2016)  
(L. I. Seryonadi and Seryonadi, 2016)

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## Lampiran A: Kuesioner Penelitian

### Peserta yang terhormat

Terima kasih atas kesediaan Anda untuk berpartisipasi dalam survei ini. Kuesioner ini meminta preferensi dan sikap Anda mengenai menyuarakan keluhan ke perusahaan melalui situs jejaring sosial sosial.

- Partisipasi Anda bersifat sukarela. Hasil survei tidak akan menampilkan nama peserta.
- Pilihlah jawaban yang paling menggambarkan situasi Anda.
- Survei ini membutuhkan waktu sekitar 5 menit untuk menyelesaikannya.
- Hasil penelitian akan diterbitkan sebagai bagian dari tesis master saya dan berpotensi sebagai karya ilmiah.

Salam  
Retno Agus Setiawan

Universitas Atma Jaya Yogyakarta

|    |                                                                                                                                                                                                                                                                                       |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Silahkan pilih jenis kelamin Anda. <ul style="list-style-type: none"><li><input type="radio"/> Laki-laki</li><li><input type="radio"/> Perempuan</li></ul>                                                                                                                            |
| 2. | Silahkan pilih usia Anda. <ul style="list-style-type: none"><li><input type="radio"/> &lt; 18 tahun</li><li><input type="radio"/> 18 – 24 tahun</li><li><input type="radio"/> 25 – 30 tahun</li><li><input type="radio"/> &gt; 30 tahun</li></ul>                                     |
| 3. | Silahkan pilih pendidikan terakhir Anda. <ul style="list-style-type: none"><li><input type="radio"/> SMP</li><li><input type="radio"/> SMA</li><li><input type="radio"/> D3</li><li><input type="radio"/> S1</li><li><input type="radio"/> S2</li></ul>                               |
| 4. | Silahkan pilih pekerjaan Anda saat ini. <ul style="list-style-type: none"><li><input type="radio"/> Pelajar/Mahasiswa</li><li><input type="radio"/> Karyawan swasta</li><li><input type="radio"/> Pegawai negeri</li><li><input type="radio"/> Lainnya</li></ul>                      |
| 5. | Apakah Anda anggota dari setidaknya satu situs jejaring sosial (mis. Facebook, Google+, Twitter, Instagram)? <ul style="list-style-type: none"><li><input type="radio"/> Ya</li><li><input type="radio"/> Tidak</li></ul>                                                             |
| 6. | Sudah berapa lama Anda menjadi anggota situs jejaring sosial? <ul style="list-style-type: none"><li><input type="radio"/> &lt; 6 bulan</li><li><input type="radio"/> 6 bulan – 1 tahun</li><li><input type="radio"/> 1 – 3 tahun</li><li><input type="radio"/> &gt; 3 tahun</li></ul> |

|                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                             |  |  |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
| <p>Situs jejaring sosial merupakan aplikasi web generasi kedua yang memungkinkan terjadinya komunikasi dua arah. Melalui situs jejaring sosial pelanggan dapat menyampaikan informasi keluhan kepada perusahaan. Di bawah ini pilihlah jawaban yang paling menggambarkan situasi Anda.</p> |                                                                                                                                                                                                                                                                                                                                                             |  |  |  |
| 7.                                                                                                                                                                                                                                                                                         | <p>Seberapa sering Anda login/terhubung untuk situs jejaring sosial yang paling sering Anda gunakan?</p> <p> <input type="radio"/> Hampir tidak pernah<br/> <input type="radio"/> Kurang dari tujuh kali per minggu<br/> <input type="radio"/> Setiap hari </p>                                                                                             |  |  |  |
| 8.                                                                                                                                                                                                                                                                                         | <p>Apakah Anda mengeluh kepada perusahaan dalam kasus ketidakpuasan dengan salah satu produk atau jasa mereka?</p> <p> Sama sekali tidak      Mungkin tidak      Mungkin      Mungkin Ya      Pasti ya<br/> <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/> </p>          |  |  |  |
| 9.                                                                                                                                                                                                                                                                                         | <p>Apakah Anda pernah menggunakan situs jejaring sosial untuk mengatasi keluhan kepada perusahaan?</p> <p> <input type="radio"/> Ya<br/> <input type="radio"/> Tidak<br/> <input type="radio"/> Tidak tahu </p>                                                                                                                                             |  |  |  |
| 10.                                                                                                                                                                                                                                                                                        | <p>Seberapa sering Anda menggunakan situs jejaring sosial?</p> <p> Tidak pernah      Hanya sekali      Kadang      Sering      Setiap hari<br/> <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/> </p>                                                                      |  |  |  |
| 11.                                                                                                                                                                                                                                                                                        | <p>Dalam rata-rata, berapa jam Anda mengakses situs jejaring sosial per minggu?</p> <p> &lt; 1 jam      1      2      3      4      &gt; 25 jam<br/> <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/> </p>                                                                 |  |  |  |
| 12.                                                                                                                                                                                                                                                                                        | <p>Menggunakan situs jejaring sosial memungkinkan saya menyampaikan informasi keluhan ke perusahaan dengan cepat.</p> <p> Sangat tidak setuju      Tidak setuju      Netral      Setuju      Sangat setuju<br/> <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/> </p>      |  |  |  |
| 13.                                                                                                                                                                                                                                                                                        | <p>Menggunakan situs jejaring sosial akan meningkatkan efektivitas dalam menyampaikan informasi keluhan ke perusahaan.</p> <p> Sangat tidak setuju      Tidak setuju      Netral      Setuju      Sangat setuju<br/> <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/> </p> |  |  |  |
| 14.                                                                                                                                                                                                                                                                                        | <p>Menggunakan situs jejaring sosial akan meningkatkan efisiensi dalam menyampaikan informasi keluhan ke perusahaan.</p> <p> Sangat tidak setuju      Tidak setuju      Netral      Setuju      Sangat setuju<br/> <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/> </p>   |  |  |  |
| 15.                                                                                                                                                                                                                                                                                        | <p>Secara keseluruhan, situs jejaring sosial berguna untuk menyampaikan informasi keluhan ke perusahaan.</p> <p> Sangat tidak setuju      Tidak setuju      Netral      Setuju      Sangat setuju<br/> <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/>      <input type="radio"/> </p>               |  |  |  |

|     |                                                                                                                                                                              |                                       |                                 |                                 |                                        |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------|---------------------------------|----------------------------------------|
| 16. | Interaksi saya dengan situs jejaring sosial jelas dan dapat dipahami.<br>Sangat tidak setuju<br><input type="radio"/>                                                        | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |
| 17. | Tidak sulit menggunakan situs jejaring sosial untuk menyampaikan informasi keluhan ke perusahaan.<br>Sangat tidak setuju<br><input type="radio"/>                            | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |
| 18. | Adalah mudah untuk belajar menggunakan situs jejaring sosial untuk menyampaikan informasi keluhan ke perusahaan.<br>Sangat tidak setuju<br><input type="radio"/>             | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |
| 19. | Secara keseluruhan situs jejaring sosial mudah digunakan untuk menyampaikan informasi keluhan ke perusahaan.<br>Sangat tidak setuju<br><input type="radio"/>                 | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |
| 20. | Adalah menyenangkan menggunakan situs jejaring sosial untuk menyampaikan informasi keluhan ke perusahaan.<br>Sangat tidak setuju<br><input type="radio"/>                    | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |
| 21. | Saya pikir menggunakan situs jejaring sosial untuk menyampaikan informasi keluhan ke perusahaan adalah ide yang bagus.<br>Sangat tidak setuju<br><input type="radio"/>       | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |
| 22. | Saya pikir situs jejaring sosial membantu dalam menyampaikan informasi keluhan ke perusahaan.<br>Sangat tidak setuju<br><input type="radio"/>                                | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |
| 23. | Saya pikir akan menarik untuk menggunakan situs jejaring sosial untuk menyampaikan informasi keluhan ke perusahaan.<br>Sangat tidak setuju<br><input type="radio"/>          | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |
| 24. | Saya berniat untuk memulai menggunakan situs jejaring sosial untuk menyampaikan informasi keluhan ke perusahaan.<br>Sangat tidak setuju<br><input type="radio"/>             | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |
| 25. | Saya akan merekomendasikan teman untuk menggunakan situs jejaring sosial untuk menyampaikan informasi keluhan ke perusahaan.<br>Sangat tidak setuju<br><input type="radio"/> | Tidak setuju<br><input type="radio"/> | Netral<br><input type="radio"/> | Setuju<br><input type="radio"/> | Sangat setuju<br><input type="radio"/> |

|     |                                                                                                                                                                                                                                                |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 26. | <p>Jika Anda mempunyai komentar lebih lanjut silahkan ketikkan pada kolom di bawah ini. Dan jika Anda tertarik dengan hasil penelitian ini silahkan sertakan juga alamat e-mail Anda pada kolom di bawah ini.</p> <hr/> <hr/> <hr/>            |
|     | <p>Kuesioner telah berhasil diselesaikan.<br/>Terima kasih atas partisipasinya.</p> <p>Untuk informasi lebih lanjut silahkan hubungi saya melalui e-mail:<br/><a href="mailto:retnoagussetiawan@gmail.com">retnoagussetiawan@gmail.com</a></p> |

*\*Kuesioner ini dapat diakses secara online melalui **<http://bit.ly/2mniCtA>***



Lampiran B: Data Hasil Kuesioner

| ID | PU1 | PU2 | PU3 | PU4 | PEOU1 | PEOU2 | PEOU3 | PEOU4 | AT1 | AT2 | AT3 | IU1 | IU2 | IU3 |
|----|-----|-----|-----|-----|-------|-------|-------|-------|-----|-----|-----|-----|-----|-----|
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| 8  | 5   | 4   | 4   | 4   | 5     | 4     | 4     | 4     | 4   | 4   | 3   | 4   | 4   | 4   |
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| 14 | 5   | 5   | 5   | 5   | 4     | 5     | 5     | 5     | 5   | 5   | 5   | 5   | 4   | 4   |
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| 19 | 4   | 4   | 4   | 4   | 2     | 4     | 4     | 4     | 2   | 4   | 4   | 4   | 4   | 4   |
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| 24 | 2   | 2   | 2   | 2   | 3     | 2     | 2     | 2     | 2   | 2   | 2   | 2   | 2   | 2   |
| 26 | 3   | 3   | 3   | 3   | 2     | 3     | 2     | 2     | 2   | 2   | 2   | 3   | 2   | 2   |
| 31 | 4   | 4   | 4   | 4   | 5     | 4     | 4     | 4     | 4   | 4   | 3   | 3   | 3   | 3   |
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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
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| 83 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 87 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
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| 90  | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 111 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
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| 223 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 229 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 264 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 |
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