

## BAB V

### KESIMPULAN DAN SARAN

#### 5.1 Kesimpulan

Berdasarkan hasil analisis yang telah dilakukan, didapatkan adanya empat hipotesis yang diterima dan tiga di hipotesis yang ditolak. Berikut ini adalah beberapa faktor yang mempengaruhi *behavior intention to use* Tinder.

1. *Perceived Usefulness* memiliki pengaruh positif dan signifikan terhadap *Behavior intention to use* Tinder. Hal ini dapat kita lihat pada hasil *original sample* penelitian yang bernilai 0.183, *t-statistic* dengan nilai 3.083, dan nilai *p-values* 0.002. Pengguna akan menggunakan sebuah aplikasi bila saat menggunakan aplikasi mereka merasakan manfaat dari aplikasi tersebut. Sebaliknya jika pengguna saat menggunakan aplikasi tidak merasakan manfaat maka mereka tidak akan menggunakannya.
2. *Perceived ease of use* memiliki pengaruh positif dan signifikan terhadap *Behavior intention to use* Tinder. Hal ini dapat kita lihat pada hasil *original sample* penelitian yang bernilai 0.093, *t-statistic* dengan nilai 2.558, dan nilai *p-values* 0.011. Dengan hasil tersebut membuktikan bahwa dengan adanya kemudahan penggunaan aplikasi, maka akan meningkatkan minat pengguna terhadap aplikasi Tinder. Sebaliknya jika tidak dirasakan adanya kemudahan maka akan menurunnya minat pengguna menggunakan Tinder.
3. *Perceived Enjoyment* memiliki pengaruh positif dan signifikan terhadap *Behavior intention to use* Tinder. Hal ini dapat kita lihat pada hasil *original sample* penelitian yang bernilai 0.230, *t-statistic* dengan nilai 4.387, dan nilai *p-*

*values* 0.000. Semakin tinggi kenikmatan dan kenyamanan yang dirasakan dalam menggunakan aplikasi Tinder maka semakin tinggi minat pengguna menggunakan Tinder. Begitu juga sebaliknya bila semakin rendah kenikmatan dan kenyamanan yang dirasakan pengguna maka akan semakin rendah minat pengguna menggunakan Tinder.

4. *Trust* memiliki pengaruh positif dan signifikan terhadap *Behavior intention to use* Tinder. Hal ini dapat kita lihat pada hasil *original sample* penelitian yang bernilai 0.350, *t-statistic* dengan nilai 5.625, dan nilai *p-values* 0.000. Semakin tinggi tingkat kepercayaan individu terhadap aplikasi Tinder, maka akan semakin tinggi juga minat penggunaan aplikasi Tinder. Begitu juga sebaliknya semakin rendah tingkat kepercayaan individu terhadap aplikasi Tinder maka semakin rendah juga minat penggunaan.

## 5.2 Saran

Berdasarkan hasil analisis serta kesimpulan dari penelitian ini, tentu peneliti sendiri memiliki kekurangan dan keterbatasan terkait penelitian. Maka dari itu ada beberapa hal saran untuk penelitian selanjutnya, yakni:

1. Untuk lebih akurat dalam mengetahui apa minat pengguna dalam menggunakan aplikasi *online dating* Tinder, tidak terlepas dari variabel tambahan yang berhubungan dengan sifat dan keinginan individu.
2. Penelitian selanjutnya dapat menggunakan metode yang lebih kompleks, sehingga dapat dengan lebih dalam meneliti penelitian serupa, serta memperbanyak variabel indikator.
3. Penelitian selanjutnya dapat menggunakan objek aplikasi *online dating* lainnya.

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## LAMPIRAN

### Lampiran 1 Tabel Revisi

No	Revisi	Halaman
1.	Dalam perumusan masalah, objek tinder belum disebutkan.	Halaman 14 bagian perumusan masalah
2.	Perubahan gambar bagan keterkaitan.	Halaman 15
3.	Penambahan studi sebelumnya dari 3 menjadi 5	Halaman 27-29
4.	Dasar teori, menjelaskan tentang aplikasi Tinder.	Halaman 31
5.	Penambahan penomoran pada rumus.	Halaman 36
6.	Penambahan penomoran tabel variabel konstruk.	Halaman 20
7	Penyamaan dalam hipotesis yang tidak memiliki konsistensi dalam beberapa halaman.	Halaman 20, 59-65
8	Memperbaiki pertanyaan penelitian dengan format pertanyaan.	Halaman 14
9	Pengubahan kata hari menjadi minggu, sesuai dengan data responden menggunakan minggu.	Halaman 65
10	Pemindahan model penelitian dan pertanyaan penelitian ke bab 1.	Halaman 16-23

11	Penambahan referensi dalam penggunaan rumus sampel Isaac dan Michael.	Halaman 35
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