

## BAB V

### KESIMPULAN DAN SARAN

#### 5.1 Kesimpulan

Dalam penelitian ini, dilaksanakan uji analisis terhadap 5 hipotesis dengan hasil terdapat empat hipotesis yang diterima (H1, H2, H3, H5) dan satu hipotesis yang ditolak (H4). Dalam pengujian ini ditemukan meskipun pengguna mengetahui bahwa mereka dapat saja terpapar dengan berbagai resiko saat menggunakan Binance, namun hal tersebut tidak mempengaruhi minat untuk menggunakan Binance. Hal ini terjadi karena karena mayoritas pengguna tidak terlalu mementingkan hal yang tidak terjadi secara langsung dalam menggunakan Binance dan lebih mementingkan faktor-faktor lainnya. Faktor resiko biasanya hanya dapat dirasakan apabila resiko tersebut telah memiliki dampak langsung kepada *user* yang menggunakan.

Hasil dari penelitian ini menyatakan faktor pertama yang memiliki pengaruh positif signifikan terhadap *behaviour intention to use* Binance adalah faktor *perceived ease of use*. Hal ini terjadi karena kemudahan dalam penggunaan Binance memiliki koneksi yang kuat terhadap keinginan individu untuk menggunakannya. Kemudian, faktor kedua yang memiliki pengaruh positif signifikan terhadap *behaviour intention to use* Binance adalah faktor *perceived usefulness*. Hal ini menunjukkan bahwa aspek kegunaan dan kebermanfaatan dari Binance menjadi salah satu aspek terpenting yang mendorong pengguna untuk menggunakannya.

Faktor ketiga yang berpengaruh positif signifikan terhadap *behaviour intention to use* Binance adalah *trust*. Faktor kepercayaan adalah salah satu hal yang penting bagi pengguna, terutama kepercayaan kepada pihak ketiga dalam mengelola aset mereka. Selanjutnya, hasil penelitian menyatakan apabila *behaviour intention to use* memiliki pengaruh positif signifikan terhadap *actual usage* dari Binance.

#### 5.2 Saran

Berdasarkan hasil yang telah dijelaskan sebelumnya, penelitian ini tentu saja tidak terlepas dari berbagai keterbatasan. Oleh karena itu, terdapat beberapa saran yang dapat digunakan untuk perbaikan penelitian kedepannya, yaitu:

1. Menambahkan variabel-variabel potensial lainnya yang tidak tercantum dalam penelitian ini, yang diharapkan dapat memberikan sudut pandang baru mengenai analisis penerimaan suatu sistem/teknologi khususnya *cryptocurrency exchange*.
2. Cakupan wilayah tempat penelitian dilakukan di tempat yang berbeda sehingga dapat memberikan gambaran mengenai tingkat penerimaan pengguna dengan perspektif yang lebih luas.
3. Menggunakan metodologi penelitian dengan model penerimaan teknologi yang berbeda selain TAM.



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