

BAB 5. KESIMPULAN DAN SARAN

5.1. Kesimpulan

Penelitian ini telah berhasil mencapai tujuan untuk mengetahui faktor apa saja yang mempengaruhi niat belanja seseorang menggunakan TikTok Shop. Model penelitian ini diusulkan dengan menggunakan metode UTAUT2 dengan memasukkan tujuh faktor, yaitu *performance expectancy*, *effort expectancy*, *social influence*, *hedonic motivation*, *trust*, *perceived herd*, dan *purchase intention*, namun *effort expectancy* dikeluarkan dari pengujian karena hasil *cronchbach's alpha* yang terlalu kecil sehingga jawaban dari kuesioner yang diajukan menjadi tidak valid.

Social influence merupakan faktor terkuat yang mempengaruhi niat membeli seseorang menggunakan TikTok Shop. *Social influence* ini dipengaruhi oleh orang-orang di sekitar konsumen ketika memutuskan untuk melakukan pembelian. Hal ini menunjukkan bahwa orang terdekat memiliki pengaruh yang besar dalam membuat seseorang untuk memutuskan pembelian suatu produk. Konsumen dapat memiliki minat membeli sebuah produk yang disarankan oleh orang di sekitarnya, hal ini bisa jadi karena orang sekitar memberikan kepercayaan kepada calon konsumen sehingga calon konsumen tidak ragu untuk melakukan pembelian produk.

Perceived herd merupakan faktor kuat selanjutnya yang mempengaruhi niat membeli seseorang menggunakan TikTok Shop. *Perceived herd* ini dipengaruhi oleh orang banyak secara random namun membuat konsumen yakin untuk melakukan pembelian produk. Hal ini menunjukkan bahwa orang lain turut berpengaruh terhadap keputusan pembelian seseorang, bahkan keputusan pembelian orang lain atau kelompok dapat mengubah keputusan pembelian dari individu yang sudah mempunyai rencana pembelian sebelumnya untuk mengikuti keputusan pembelian kelompok. Hal ini bisa jadi karena konsumen merasa lebih nyaman dan percaya terhadap pilihan orang lain dan merasa akan ikut puas jika mengadopsi pilihan orang lain atau kelompok.

Moderating factor tidak berpengaruh signifikan terhadap niat membeli. Pada penelitian kali ini mengajukan dua *moderating factor* untuk menguji niat membeli seseorang, yaitu usia dan jenis kelamin. Dari kedua *moderating factor* tersebut, tidak menunjukkan adanya hubungan yang signifikan terhadap niat membeli. Hal ini menunjukkan bahwa konsumen yang berbelanja menggunakan TikTok Shop cenderung mirip untuk semua tingkatan usia dan jenis kelamin.

Secara keseluruhan, faktor sosial menjadi indikator yang mempengaruhi seseorang untuk membeli menggunakan TikTok Shop. Konsumen cenderung akan melakukan pembelian karena dipengaruhi oleh orang lain. Selain itu, TikTok Shop lebih sering dijadikan tempat untuk melakukan *review* barang yang hendak dibeli dikarenakan fitur video yang ada sehingga memudahkan untuk melihat keseluruhan barang sebelum melakukan pembelian, namun konsumen cenderung melakukan pembelian barang tersebut di tempat lain.

5.2. Saran

Penelitian ini membahas faktor yang mempengaruhi niat konsumen untuk berbelanja dengan menggunakan TikTok Shop. Dalam penelitian yang dilakukan ini masih terdapat kekurangan yang dapat diperbaiki untuk penelitian selanjutnya.

Pada penelitian yang akan dilakukan selanjutnya diharapkan untuk mencari data tidak hanya dengan menyebarkan kuesioner secara *online* namun juga secara *offline*. Hal ini dikarenakan penyebaran kuesioner secara *online* dapat menaikkan kemungkinan mendapatkan data yang bias karena responden cenderung mengisi dengan sembarangan. Selain itu, penyebaran kuesioner secara *offline* juga memungkinkan peneliti untuk memberikan arahan dalam pengisian kuesioner.

Penelitian selanjutnya diharapkan untuk memperbanyak data yang dikumpulkan dalam penelitian. Hal ini dikarenakan semakin banyak data yang

digunakan maka akan semakin merepresentasikan hasil dengan lebih baik pula. Selain itu semakin banyak data yang dikumpulkan akan lebih membantu ketika pembersihan data, dikarenakan banyaknya data bias yang harus dibuang ketika melakukan pembersihan.

Memperbanyak faktor sosial sebagai faktor yang diteliti untuk mengetahui niat belanja *online*. Penelitian yang dilakukan kali ini menghasilkan dua faktor sosial yang mempengaruhi niat berbelanja secara *online*, sehingga faktor sosial menjadi salah satu indikasi niat seseorang untuk melakukan pembelian barang secara *online*.

Menambahkan *moderating factor* lain ketika melakukan penelitian serupa. Penelitian kali ini menggunakan usia dan jenis kelamin sebagai *moderating factor*. Pada penelitian selanjutnya dapat menambahkan *moderating factor* lain seperti *experience* dan pendapatan yang mungkin memberikan dampak signifikan terhadap niat pembelian.

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