

BAB V

KESIMPULAN dan SARAN

5.1. Kesimpulan

Penelitian ini bertujuan untuk memahami apakah permainan goyang shopee memiliki dampak langsung pada perilaku pembelian pengguna. Setelah dilakukan pengumpulan data, pengujian data dan analisis data dari 504 responden untuk mengidentifikasi faktor – faktor yang mempengaruhi penerimaan permainan goyang shopee khususnya pada penggunaan aplikasi shopee menunjukkan bahwa faktor *Perceived Usefulness* dan *Perceived Herd Behavior* mempunyai peran yang signifikan dan secara langsung mempengaruhi pengguna dalam memainkan permainan goyang shopee, sedangkan factor *Perceived Enjoyment* mempengaruhi pengguna dalam memainkan permainan goyang shopee secara negative. Artinya semakin meningkatnya pengguna permainan goyang shopee maka semakin menurunnya tingkat kemudahan akses masuk ke permainan goyang shopee atau server down.

5.2. Saran

Penelitian ini masih mempunyai banyak kekurangan, kami berharap hasil penelitian ini dapat terus dikembangkan oleh peneliti – peneliti selanjutnya. Agar dapat menganalisis lebih lanjut mengenai keterlibatan pengguna, dampak penggunaan goyang shopee serta memberikan forum diskusi

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