BAB 6
KESIMPULAN DAN SARAN

6.1. Kesimpulan

Penelitian ini berhasil mengembangkan model teoritis menggunakan kerangka SOR dengan faktor-faktor yang relevan untuk kerangka tersebut. Pembahasan penelitian melibatkan analisis pengaruh langsung (*direct effect*), pengaruh tidak langsung (*indirect effect*), dan pengaruh moderasi (*moderating effect*). Penelitian ini mengungkapkan bahwa penerapan gamifikasi pada *e-commerce* memberikan pengaruh positif terhadap keterlibatan pelanggan dalam berbelanja di *e-commerce*. Dari elemen gamifikasi yang digunakan, *reward* memiliki pengaruh yang signifikan dibandingkan *badges* dan *challenges*. Pemberian *rewards* yang semakin meningkat memberikan dampak yang positif dan meningkatkan keterlibatan pelanggan dalam berbelanja. Pengguna yang merasa elemen gamifikasi bermanfaat dan memuaskan cenderung lebih mudah membentuk kebiasaan berbelanja yang konsisten dan meningkatkan niat pembelian kembali. *Point* tidak memiliki pengaruh yang signifikan dikarenakan tidak memenuhi uji reliabilitas. Selain itu, faktor *customer engagement*, *customer satisfaction*, dan *perceived usefulness* dapat menjadi mediasi pengaruh gamifikasi terhadap pembentukan *habit* pelanggan secara signifikan meningkatkan *repurchase intention* pelanggan.

Berdasarkan analisis moderasi faktor ditemukan beberapa perbedaan antara laki-laki dan perempuan dalam memanfaatkan gamifikasi untuk berbelanja di *merchant* pada *e-commerce*. Pengaruh *perceived usefulness* terhadap *habit* dan *trust* lebih dimoderasi oleh perempuan dibandingkan laki-laki, sehingga perempuan lebih menerima manfaat yang dirasakan dalam membentuk *habit* dan *trust* daripada laki-laki. Laki-laki memoderasi secara signifikan *customer satisfaction* terhadap *habit* dan *trust* dibandingkan perempuan. Pelanggan laki-laki memiliki kebiasaan lebih tinggi dalam memanfaatkan gamifikasi untuk berbelanja di Shopee-Tokopedia. Hasil ini juga menegaskan bahwa meningkatkan pemberian *rewards*,

challenges, dan *badges* menjadi salah satu strategi yang dapat diandalkan untuk meningkatkan *repurchase intention* pelanggan.

6.2. Saran

Batasan dalam penelitian ini yaitu penggunaan elemen gamifikasi yang terbatas. Penelitian ini fokus pada penggunaan *point*, *reward*, *badges*, dan *challenges* untuk meneliti pengaruhnya dalam membentuk *habit* pelanggan dan pengaruhnya terhadap *repurchase intention*. Ada berbagai elemen gamifikasi yang dapat diteliti untuk penelitian selanjutnya, seperti *leaderboard*, *enjoyment*, *progress*, *level*, dan lain sebagainya. *Rewards* memiliki pengaruh paling signifikan dalam meningkatkan keterlibatan pengguna. Oleh karena itu, pengembangan penelitian di masa depan dapat berfokus pada *rewards*. Terdapat berbagai macam *rewards* yang diberikan sebagai insentif terhadap pelanggan. Meskipun *badges* dan *challenges* dapat dikembangkan, pada akhirnya pelanggan terlibat demi mendapatkan *rewards*.

Subyek penelitian adalah pelanggan Shopee-Tokopedia yang sering berbelanja di aplikasi tersebut setidaknya sepuluh transaksi dalam satu tahun terakhir. Subyek penelitian dapat diperluas dengan menambahkan *e-commerce* lain seperti Blibli, Lazada, Bukalapak, maupun *platform social commerce* seperti Tiktok Shop, Instagram Shop, dan Facebook Shop. Ukuran data yang digunakan masih relatif kecil sehingga penelitian memperoleh hasil uji yang belum maksimal. Ukuran data yang tidak seimbang mengakibatkan analisis efek moderasi faktor tidak dapat dilakukan secara maksimal. Ukuran data dapat ditingkatkan untuk memperkuat pengujian model teoritis dan memaksimalkan dalam analisis efek moderasi faktor.

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