

## **BAB 5**

### **KESIMPULAN DAN SARAN**

#### **5.1 Kesimpulan**

Berdasarkan hasil penelitian dan pembahasan pada bab sebelumnya, kesimpulan dari penelitian ini adalah sebagai berikut:

1. *Perceived Risk* berpengaruh secara signifikan terhadap *Functional Value* sehingga disimpulkan bahwa hipotesis 1 diterima. Semakin kecil persepsi risiko dan ketidakpastian yang ada, maka *Functional Value* akan semakin besar.
2. *Perceived Risk* berpengaruh secara terhadap *Social Value* sehingga disimpulkan bahwa hipotesis 2 diterima. Semakin kecil persepsi risiko dan ketidakpastian yang ada, maka *Social Value* akan semakin besar.
3. *Perceived Risk* berpengaruh secara terhadap *Emotional Value* sehingga disimpulkan bahwa hipotesis 3 diterima. Semakin kecil persepsi risiko dan ketidakpastian yang ada, maka *Emotional Value* akan semakin besar.
4. *Functional Value* tidak memiliki pengaruh signifikan pada *Word of Mouth* sehingga disimpulkan bahwa hipotesis 4 tidak diterima.
5. *Social Value* berpengaruh secara signifikan pada *Word of Mouth* sehingga disimpulkan bahwa hipotesis 5 diterima.

Semakin baik *Social value* yang dipersepsikan, maka semakin baik pula *Word of Mouth* yang tercipta.

6. *Emotional Value* berpengaruh secara signifikan pada *Word of Mouth* sehingga disimpulkan bahwa hipotesis 6 diterima. Semakin baik *Emotional value* yang dipersepsikan konsumen, maka semakin baik pula *Word of Mouth* yang tercipta.
7. *Perceived Risk* tidak memiliki pengaruh signifikan *Word of Mouth* melalui *Functional Value* sehingga disimpulkan bahwa hipotesis 7 tidak diterima.
8. *Perceived Risk* memiliki pengaruh secara signifikan pada *Word of Mouth* melalui *Social Value* sehingga disimpulkan bahwa hipotesis 8 diterima. Semakin kecil *Perceived Risk* dan ketidakpastian yang ada maka *Social Value* menjadi semakin baik, sehingga semakin baik pula *Word of Mouth* yang tercipta.
9. *Perceived Risk* memiliki secara signifikan pada *Word of Mouth* melalui *Emotional Value* sehingga disimpulkan bahwa hipotesis 9 diterima. Semakin kecil *Perceived Risk* dan ketidakpastian yang ada maka *Emotional Value* menjadi semakin baik, sehingga semakin baik pula *Word of Mouth* yang tercipta.

## 5.2 Saran

Berdasarkan penelitian, pembahasan, dan kesimpulan yang diperoleh, maka saran yang dapat diberikan yang dapat menjadi pertimbangan Manajemen Zalora.

1. Diharapkan Zalora.co.id dapat tetap meyakinkan konsumen agar tidak terjadi risiko keterlambatan pengiriman dengan cara bekerjasama dengan dengan ekspedisi pengiriman yang berpengalaman dan professional sehingga pengiriman dapat dilacak dengan mudah.
2. Diharapkan Zalora.co.id dapat memberikan informasi yang jelas mengenai informasi transaksi yang disediakan sehingga konsumen menjadi yakin dengan layanan Zalora.co.id.
3. Akan lebih baik apabila Zalora mampu memberikan fitur dan tampilan yang menarik dan selalu *update* Sehingga konsumen tetap merasa antusias dan puas dalam menggunakan layanan yang ada. Variabel *Emotional Value* ini merupakan variabel yang memiliki pengaruh yang besar terhadap WOM, yang secara tidak langsung juga dapat meningkatkan jumlah pembeli potensial.

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