

## **BAB V**

### **KESIMPULAN DAN SARAN**

#### **5.1 Kesimpulan**

Berdasarkan hasil analisis dan pengolahan data serta pembahasan mengenai “*Pengaruh Perceived Ease of Use, Celebrity Endorsement dan E-Word of Mouth Terhadap Intention to Buy Pada Social Commerce Instagram*” dengan menggunakan 114 responden yang memiliki akun instagram, maka dapat ditarik kesimpulan sebagai berikut:

1. *Perceived Ease of Use* tidak berpengaruh signifikan terhadap *Intention to Buy*.
2. *Celebrity Endorsement* berpengaruh signifikan terhadap *Intention to Buy*.
3. *E-Word of Mouth* berpengaruh signifikan terhadap *Intention to Buy*.

#### **5.2 Saran**

Berdasarkan kesimpulan, maka ada beberapa saran yang direkomendasikan melalui penelitian ini yang akan dijelaskan lebih lanjut sebagai berikut:

1. Bagi Peneliti Selanjutnya
  - Peneliti selanjutnya diharapkan dapat menggunakan metode penelitian kualitatif agar dapat menggali lebih dalam tentang persepsi, pengalaman atau pandangan setiap individu yang lebih kompleks mengenai penelitian yang sama dengan penelitian ini kemudian peneliti selanjutnya dapat menguji variabel lain yang belum diteliti dalam penelitian ini dan pada hipotesis yang tidak signifikan diharapkan peneliti selanjutnya bisa mengubah variabelnya menjadi lebih spesifik seperti faktor kemudahan dan kenyamanan melakukan transaksi belanja menggunakan instagram yang berkemungkinan bisa berpengaruh terhadap *Intention to Buy* pada *Social Commerce* instagram.

- Penelitian selanjutnya juga diharapkan dapat mempertimbangkan variabel lain seperti iklan, tampilan website, diskon dan variabel lainnya yang belum diteliti dalam penelitian ini.

## 2. Bagi Perusahaan

Disarankan bagi perusahaan yang menggunakan platform Instagram dalam menjual produk agar dapat mulai mempertimbangkan penggunaan *Celebrity Endorsement* dan memperhatikan *E-Word of Mouth* yang berupa kritikan dan masukan dari konsumen terhadap produk kepada perusahaan agar konsumen tertarik hingga melakukan pembelian produk tersebut secara berulang.

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