

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the results of the research that has been described, the following conclusions can be drawn:

- 1) Variables of vegetable prices in e-commerce, income, gender and occupation haven't significant effect on consumer preferences in shopping in e-commerce.
- 2) Variable prices of non-e-commerce vegetables, facilities, security have a significant positive effect on consumer preferences in shopping in e-commerce, while marital status has a significant effect on consumer preferences in shopping in e-commerce.
- 3) The variable that most influences consumer preferences in shopping for vegetables on e-commerce platforms is facilities.

B. Implication

- 1) Vegetable prices in e-commerce need promotions and discounts that attract all consumers to shop in e-commerce. With attractive prices, consumers will choose to buy vegetables that are more affordable than in the market, because e-commerce has advantages in terms of being easy, safe, and practical.

- 2) The need to improve additional features and cooperate with market partners to develop e-commerce for the better, so that competition can be controlled and reduce losses in one of the parties.

C. Limitations of Research

This research has various limitations, such as research locations that can be developed to be even wider in order to get even better research results with a more diverse sample. In addition, the presence of other variables that are not in this research model can be a consideration to add other variables that are suspected to affect consumer preferences in shopping for vegetables in e-commerce.

