

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the analysis results that have been discussed, some conclusions can be drawn as follows:

1. Hedonic motivation has a positive influence on impulse buying through Gofood delivery apps.
2. Peer influence has a positive influence on impulse buying through Gofood delivery apps.
3. Perceived ease of use has a positive influence on impulse buying through Gofood delivery apps.
4. Positive emotion has a positive influence on impulse buying through Gofood delivery apps.
5. Positive emotions have an influence that mediates hedonic motivation on impulse buying through Gofood delivery apps.
6. Positive emotions have an influence that mediates peer influence on impulse buying through Gofood delivery apps.
7. Positive emotions have an influence that mediates perceived ease of use on impulse buying through Gofood delivery apps.

B. Implications

Based on the results of the research and discussion that have been described previously, the implications that researchers can provide as consideration for decision making in the future are as follows:

1. Theoretical Implications

In future research, it is expected to be able to develop a research model using other variables in analyzing the factors that influence impulse buying in addition to the variables in this study, such as promotion variables and superior features. And also, future researchers are expected to get more respondents from this study. Based on the research that has been done, hedonic motivation, peer influence, perceived ease of use and positive emotions affect impulse buying. This means that the higher the hedonic motivation, peer influence, perceived ease of use and positive emotions, the impulse buying will also increase. Positive emotions also mediate hedonic motivation, peer influence, perceived ease of use on impulse buying. This means that the higher the hedonic motivation, peer influence, perceived ease of use will increase consumers' positive emotions so that impulsive purchases at Gofood will also increase. Companies must continue to maintain and improve their already good reputation, such as by adding superior features, increasing reviews from previous customers, and sending speakers at conferences.

2. Managerial Implications

In an effort to increase consumer impulse buying, Gofood must maintain and find ways to increase hedonic motivation, peer influence, perceived ease of use, because it is proven that these three variables have an effect on impulse buying. Impulse buying is closely related to one's emotions, so that the pleasure of a particular product can lead to happiness and comfort if you can have or feel it. The joy and comfort that arise in users will cause users to regularly open the Gofood application.

In addition, in an effort to increase consumer impulse buying, researchers have suggestions that Gofood can collaborate with best-selling brands to provide attractive promotions, so that they can provide a special attraction for consumers. Currently the level of consumers in shopping is increasing which causes the hedonic motivation of users to also increase. This can be an opportunity for Gofood to attract consumer buying interest so that consumers remain loyal to using the Gofood application in the midst of the proliferation of other food delivery applications.

Consumers really like being with friends and shopping with friends is fun, besides being able to eat with friends, food offers in online applications usually provide food package promos to be together, thus making the products offered more attractive. In addition, the easy use of the application also provides convenience for users, orders can be made at home and waiting for food to arrive, payments can also be made easily in cashless. So that in the future Gofood can always provide innovation both in terms of products, transaction systems, and attractive application designs to increase consumers' positive emotions so that it will increase impulse purchases on the Gofood food delivery application.

C. Research Limitations

This study still has several limitations, including the following:

1. There are limitations of research using questionnaires, so the data are subjective because each respondent's assessment is different. So based on the results of data analysis, the results of the goodness of fit criteria of some models are still marginal fit, so it is recommended for further research to produce a good fit model as a whole.

2. There is a limitation of research using questionnaires, namely sometimes the answers given by the sample do not show the real situation.
3. The research was only conducted on Gofood's food delivery apps where Gofood is one of the many food delivery apps platforms in Indonesia, for example Shopeefood, Grabfood and others.

