

## CHAPTER V

### CONCLUSION DAN IMPLICATION

#### A. Conclusion

Based on the results of the research and discussion that has been carried out, it can be concluded as follows:

1. Price negatively affects the demand for Shopee PayLater use. This happens because, the average student uses Shopee Paylater to fulfill wants, not needs, or stores to meet tertiary needs, therefore if the price of goods rises, students will reduce spending on these items.
2. Income has a positive effect on the demand for Shopee PayLater use.. This happens based on consumptive behavior, when income increases it will certainly affect lifestyle.
3. Social influence has a positive effect on the demand for Shopee PayLater use. The greater the encouragement or words from the supportive environment, the higher the level of desire will arise. When the trigger appears, respondents will be triggered to use the service. In this study, the influence of friends and people around the Shopee PayLater user environment greatly influences the use of Shopee PayLater.
4. Hedonic motivation positively affects the demand for Shopee PayLater use. This happens because respondents are happy and accustomed to shopping online which results in respondents not missing promos that are laughed at when shopping which results in a feeling of satisfaction in shopping.

## **B. Implication**

1. Based on the results of the analysis, the variable price of goods negatively affects the demand for using Shopee PayLater. To increase Shopee PayLater market share, efforts can be made through competitive pricing policies and create needs for products sold using Shopee PayLater transactions. Market surveys must continue to be conducted to understand consumer behavior in utilizing shopping using Shopee PayLater
2. From the results of the analysis, it can be seen that the income variable has a positive effect on the demand for using Shopee PayLater. In using Shopee PayLater, respondents must have a wise attitude in deciding it. Because the use of these services will make it easier for consumers to shop by setting aside limited funds and creating consumptive nature. Late installment payments will incur additional fees. If the installments are not paid off, the installments will be recorded in the consumer BI checking. Therefore, wisdom and discipline in using Shopee PayLater must be carefully thought out because it has positive and negative benefits in its use.
3. The results of the analysis show that social influence has a positive effect on the demand to use Shopee PayLater. Information and encouragement provided by people around respondents have a big role to influence interest in using Shopee PayLater. But it is undeniable that with recommendations from people around the use of PayLater services, of course, there are negative sides to using the service. Therefore, self-control in the use of these

services is important so that the use of these services is not only for consumptive needs but can also be used as a productive thing.

4. Based on the results of the analysis hedonic motivation variables have a positive effect on the demand to use Shopee PayLater. Consumer fun and habits in shopping using Shopee PayLater make strength in PayLater service competition. Therefore, to dominate the PayLater service market, of course, innovation is needed that attracts consumers so that consumers increase and are loyal to Shopee PayLater services.

### **C. Limitations of Research**

1. Shopping requests using Shopee PayLater are not given restrictions on products or types of goods that are specific to the needs of the consumers studied, namely among students.

