

BAB V

PENUTUP

A. Kesimpulan

Berdasarkan temuan dari penelitian yang penulis lakukan mengenai Analisis Sentimen Pada Produk *Halal Fashion* Melalui *Online Customer Review* Di Shopee yang telah dijelaskan di bab sebelumnya, penulis menganggap kesimpulan penelitian ini sebagai berikut:

1. Berdasarkan ulasan pelanggan di tiga toko *halal fashion* di Shopee, ditemukan empat tema utama yang memengaruhi perilaku konsumen. Kualitas Produk menjadi faktor dominan dengan proporsi 12,62%, menyoroti pentingnya desain, kenyamanan, dan material. Layanan Pelanggan (7,03%) juga berperan melalui aspek pengiriman, responsivitas, dan promo. Selanjutnya, Pengalaman Berbelanja *Online* (8,51%) mencerminkan perhatian konsumen terhadap harga, nilai produk, dan kepercayaan pada penjual. Sementara itu, Keputusan Pembelian (5,3%) dipengaruhi oleh kepuasan, kebutuhan, dan insentif promosi. Secara keseluruhan, kualitas produk menjadi faktor utama, namun pengalaman, layanan, dan motivasi pembelian turut membentuk keputusan konsumen.
2. Sentimen positif paling banyak terlihat pada elemen kenyamanan produk, kecepatan pengiriman, dan harga yang sepadan dengan kualitas, sementara sentimen negatif terkait dengan informasi produk yang tidak tepat dan lambatnya tanggapan dari penjual. Secara keseluruhan, kualitas produk dan layanan yang memuaskan terbukti menjadi elemen penting yang membentuk pandangan positif dan memengaruhi keputusan pembelian

serta kesetiaan konsumen dalam pasar *halal fashion* di platform *e-commerce*.

3. Terdapat tiga faktor utama yang memengaruhi pilihan pembelian konsumen di toko *halal fashion* di Shopee, yaitu kualitas produk, pelayanan pelanggan, dan pengalaman berbelanja *online*. Kualitas produk yang memenuhi ekspektasi meningkatkan rasa percaya dan kepuasan pelanggan, sementara pelayanan yang cepat dan bersahabat menciptakan rasa nyaman serta loyalitas. Kemudian, pengalaman berbelanja *online* yang aman dan praktis juga berperan dalam mendorong konsumen untuk melakukan pembelian. Oleh karena itu, para pelaku usaha perlu memaksimalkan ketiga faktor ini agar dapat meningkatkan daya saing dan mendorong pelanggan untuk berbelanja kembali.

B. Keterbatasan Penelitian

Beberapa hambatan yang dialami oleh peneliti dalam melakukan penelitian adalah sebagai berikut:

1. Sumber Data

Studi ini hanya memanfaatkan data sekunder yang berbentuk ulasan dari konsumen di platform Shopee, tanpa menggunakan data primer seperti wawancara atau survei langsung, sehingga pemahaman yang diperoleh terbatas pada informasi yang ditulis oleh para pengguna.

2. Diversifikasi Data

Data yang diteliti hanya diambil dari tiga toko *halal fashion* terpopuler di Shopee. Hal ini mengurangi variasi perspektif, karena tidak mencakup

toko dengan tingkat penjualan menengah atau rendah serta tidak melibatkan perbedaan lokasi geografis atau segmen pasar yang lebih luas.

3. Fokus pada Sentimen

Studi ini hanya menitikberatkan pada analisis sentimen dan tidak mendalami konteks sosial, budaya, atau psikologis yang mungkin berdampak pada pandangan konsumen. Akibatnya, aspek yang lebih rumit dari perilaku konsumen belum sepenuhnya terungkap.

4. Cakupan Waktu Penelitian

Data ulasan yang digunakan dalam analisis dibatasi pada satu bulan (Januari–Februari 2025), sehingga tidak dapat menggambarkan perubahan sentimen konsumen dalam periode yang lebih panjang atau pada saat-saat belanja tertentu seperti Ramadan.

C. Saran

Berdasarkan kesimpulan di atas dapat ditemukan beberapa saran dan masukan sebagai berikut:

1. Sumber Data

Disarankan agar peneliti selanjutnya menggunakan kombinasi data sekunder dan primer, seperti wawancara mendalam atau survei kepada konsumen, untuk mendapatkan pemahaman yang lebih menyeluruh mengenai pengalaman, motivasi, dan preferensi mereka dalam berbelanja produk *halal fashion* secara *online*.

2. Diversifikasi Data

Peneliti selanjutnya sebaiknya melibatkan lebih banyak toko dengan tingkat penjualan yang beragam, termasuk toko berskala menengah dan

kecil. Selain itu, mempertimbangkan variasi wilayah geografis serta segmen pasar yang berbeda akan memberikan gambaran yang lebih representatif dan komprehensif terhadap perilaku konsumen.

3. Perluas Fokus Penelitian

Untuk memperluas perspektif, peneliti berikutnya disarankan menggali aspek sosial, budaya, dan psikologis yang memengaruhi sentimen konsumen, sehingga mampu memahami dinamika perilaku konsumen secara lebih mendalam dan tidak hanya terbatas pada analisis teks ulasan.

4. Cakupan Waktu Penelitian

Penelitian selanjutnya diharapkan menggunakan data ulasan dalam rentang waktu yang lebih panjang atau mencakup momen-momen spesifik seperti bulan Ramadan atau libur akhir tahun, agar dapat mengamati pola perubahan sentimen dan perilaku konsumen secara temporal.

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