

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1. Conclusion**

This research examines the effect of Effort Expectancy and Performance Expectancy towards Continuance Intention on Blanja application in Surabaya. Based on the results of this research by using Structural Equation Modeling (SEM), it can be conclude :

1. Hypothesis 1 which states that Effort Expectancy affects Performance Expectancy on Blanja application in Surabaya is accepted. It has a positive and significant relation. This proves that Effort Expectancy increases the influence of Performance Expectancy on Blanja application in Surabaya.
2. Hypothesis 2 which states that Effort Expectancy affects Intention to Continued Usage on Blanja application in Surabaya is accepted. It has a positive and significant relation. This proves that Effort Expectancy increases the influence of Intention to Continued Usage on Blanja application in Surabaya.
3. Hypothesis 3 which states that Performance Expectancy affects Intention to Continued Usage on Blanja application in Surabaya is accepted. It has a positive and significant relation. This proves that Performance Expectancy increases the influence of Intention to Continued Usage on Blanja application in Surabaya.
4. Hypothesis 4 which states that Effort Expectancy affects Intention to Continued Usage through Performance Expectancy on Blanja application in Surabaya is accepted. It has a posotove and significant relation. This proves that the Effort Expectancy increases the influence of Intention to Continued Usage through Performance Expectancy on Blanja application in Surabaya.

The results of this research support the Venkatesh *et al.*, (2003) theory of Effort Expectancy which states that effort expectancy is the level

of easiness related while using any system, the theory of Bhattacharjee (2001) about Intention to Continued Usage, which states that continuance intention is intention to continue using or long-term usage intention of a technology that will lead to the future behavior of the customers so for example like buying the product again or recommend it to families or relatives.

The results of this research also support the theory of Davis (1989) about the Performance Expectancy which states that performance expectancy is the level when people believe that by using an application can help them to do their job better or not, and the theory of Tak & Panwar (2017) and Hew et al., (2015), it was found that effort expectancy had significantly influence the continuance intention.

## **5.2 Suggestion**

Based on conclusion above, the suggestions that can be given are as follows:

### **5.2.1. Practical Suggestion**

#### **a. Suggestions for Managing Effort Expectancy**

To increase the Effort Expectancy on Blanja application it can be done by knowing more about the consumers' needs, by doing a survey or put the management's position as the consumers' position so the management can know what the consumers really needs from the online shopping application from the way they use it, the display of the application, and the level of ease of the online shopping application so the effort that needed by the consumers is low and make them want to use Blanja application continuously.

#### **b. Suggestions for Managing Performance Expectancy**

To increase the Performance Expectancy on Blanja application it can be done by upgrading the application by giving a new feature so the

consumers will not feel bored while using Blanja application, doing maintenance to decrease the level of bug or slow respond on Blanja application. Because when the performance of the application is good so the consumers will want to use Blanja application continuously in the future.

c. **Suggestions for Managing Intention to Continued Usage**

To increase the Intention to Continued Usage on Blanja application, the management must increase the performance of Blanja application, give more feature and some promotions to attract the consumers to do online shopping via Blanja application. Beside of that, the management needs to give more attention to their consumers so the consumers can feel comfortable while using Blanja application.

**5.2.2. Academic Suggestion**

For the next researchers in the future who will use the same variables on their research, they must consider other variables which are related to Intention to Continued Usage, like brand image, brand trust, and brand satisfaction.

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