

CHAPTER 5

Conclusion and Recommendation

5.1 Conclusion

Based on the results of research and discussion, conclusions can be drawn as follows:

1 There is a positive and significant effect of Perceived usefulness on Intention to use in OVO applications. This means that the higher the Perceive usefulness, the higher the intention to use the OVO application.

2 There is a positive and significant influence of Perceived ease of use on Intention to use in OVO applications. The higher Perceive ease of use can increase Intention to use on OVO applications

3 There is a positive and significant effect of Word of mouth on Intention to use on OVO applications. The higher Word of mouth can increase Intention to use on OVO applications

4 There is a positive and significant influence of Perceived value on Intention to use in OVO applications. The higher Perceive value can increase Intention to use on OVO applications

5. There is a positive and significant effect of perceived trust on Intention to use in OVO applications. The higher perceive trust can increase Intention to use on OVO applications

5.3 Limitation

This research can still be developed by looking at the limitations of this research can be used as a revision for further research. Limitations of the following research are independent variables used in the study using only five variable. Where based on the results of research into these three variables provide a moderate R- Square value so there are still other factors or variables that can affect Customer Intention to Use. Another limitation is the number of research samples that are too small.

5.2 Suggestions

Based on the discussion and conclusions above, the suggestions that can be given are as follow:

5.2.1 Theoretical suggestion

1. Based on the results of the research conducted, it is known that the Perceived usefulness, Perceived ease of use, Word of mouth, Perceived value, and perceived trust variables have a significant effect on Intention to use in OVO applications. Thus, these five things must be of concern to the OVO application to increase Intention to use. For the further research can add more variable such as pricing perceived risk , attitude , etc.

2. Given the coefficient of determination (R^2) obtained from this study is 0.644 or 64.4%, there are still the remaining 35.6% influenced by other variables. So that further researchers are advised to develop further research by examining other factors that are expected to influence Intention to use on OVO applications.

5.2.2 Practical suggestion

1. OVO must increase their application performance because from the result of this research we know that perceive value of OVO can have big impact from the customer to download OVO.

2. OVO must give the customer more promotion , discount or cashback because with the promotion , discount and cashback can effect to people talk about it and share to their friends about OVO .

3. Based on the results of the research conducted, it is known that the Perceived usefulness, Perceived ease of use, Word of mouth, Perceived value, and perceived trust variables have a significant effect on Intention to use in OVO applications. Thus, these five things must be of concern to the OVO application to increase Intention to use.

4. After statistical analysis, it is known that the influence of the independent variable which has the most influence on Intention to use in the OVO application is Perceived value, so that the variable needs to be a concern. Namely by increasing the confidence and