

CHAPTER 5

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1. Conclusion

The purpose of this research is to analyze the effect of perceived benefits (which contains usefulness and enjoyment) and perceived sacrifices (which contains technicality and perceived fee) towards the adoption intention of OVO PayLater through the mediation of perceived value. There are 9 hypotheses in this study; 5 of them test direct relationship and 4 of them test indirect relationship. According to data analysis and the discussion on previous chapter, the conclusions are as follows:

1. Both of the perceived benefits' constructs are proven to be affecting the perceived value significantly in positive way. But the effect is different since usefulness had medium impact on perceived value while enjoyment had small impact on perceived value. The result might be because of the research's object, which is a financial technology system. It means that the system's usefulness affects how the user perceives the value of the system but the enjoyment that the user feels when they are using the system does not affect that greatly on how they perceive its value. The second possibility is because most of the respondents are utilitarian, rather than hedonistic, which made them prioritize usefulness above the enjoyment.
2. Both of the perceived sacrifices' constructs are proven to be affecting the perceived value negatively. This result means that the more complex and the more costly the system is, the customer might have a bad perception of the system's value.
3. Perceived value is proven to be significantly affecting adoption intention. It means that how customers perceive the system's value can affect their intention or willingness to use the technology.
4. Perceived value is also proven to be mediating the perceived benefits and sacrifices to adoption intention.

5.2. Limitations

The limitations of this study are:

1. The sample size is too small, which could not represent the population well.
2. The researcher did not compare OVO PayLater with Gojek PayLater which is their direct competitor.

5.3. Suggestions

According to the conclusion that had been stated, there are some suggestions that can be used as consideration for the sake of future research and for OVO management team.

5.3.1. Suggestion for Academic Use

For future research, it is suggested to enlarge the sample size so the data collected could produce more reliable and more accurate result. It is also suggested that future researcher could do a further research on variable enjoyment that was not significantly affecting the perceived value

5.3.2. Suggestion for Practical Use

1. OVO should have given more information about OVO PayLater and promotes it since there are some of the total respondents (before it got filtered, which total is 192 respondents) that still do not know about OVO PayLater.
2. There are some of the respondents who do not use OVO PayLater because the service is unavailable. OVO should have fixed that issue so every loyal user of OVO (with a good track record) could use the service.
3. According to the result of descriptive statistics of perceived value, it is stated that customer did not agree nor disagree with the first indicator, which said 'compared to the fee I need to pay, the use of OVO PayLater offers value for money.' Since perceived value is affecting adoption intention significantly, it will be better if OVO could make OVO PayLater worth more than the fee that the customers' need to pay. Also the overall mean of perceived value is rather small, which means OVO management should try

to improve their service in order to build the customers' perceived value which then could lead to a higher adoption intention.

4. The result of descriptive statistics on perceived fee stated that customer did not agree nor disagree about the cost of OVO PayLater being too expensive, and they also did not feel disappointed nor satisfied with the fee. Perhaps, OVO management should do something about the fee (i.e. lowering the fee) in order to increase the perceived value.
5. Usefulness is proven to be the variable that affecting perceived value the most. That's why, OVO's management could try to improve its usefulness instead on focusing more in how to improve the enjoyment.

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