Chapter 5
CONCLUSION AND SUGGESTION

5.1   Conclusion

Based on the results of research and discussion are used in accordance with the purpose of the hypothesis, some conclusions can be concluded such as follows:

1.   Perceived ease of use is proven to have a significant and positive effect on perceived usefulness. The respondent's response on perceived ease of use determine the level of perceived usefulness on Go-Jek in Surabaya. Thus the first hypothesis (H_1) that stated "Perceived ease of use exerts a positive impact on perceived usefulness" GoJek mobile application in Surabayais accepted

2.   Perceived ease of use is proven to have a significant and positive effect on attitude toward use. The respondent's response on perceived ease of use determine the level of attitude toward useGo-Jek in Surabaya. Thus the second hypothesis (H_2) that stated "Perceived ease of use exerts a positive impact on attitude toward use" GoJek mobile application in Surabaya is accepted

3.   Perceived usefulnessis proven to have a significant and positive effect on attitude toward use. The respondent's response on perceived usefulness determine the level of attitude toward use Go-Jek in Surabaya. Thus the third hypothesis (H_3) that stated "Perceived usefulness exerts a positive impact on attitude toward use" GoJek mobile application in Surabaya is accepted

4.   Attitude toward use is proven to have a significant and positive effect on intention to use. The respondent's response on attitude

toward use determine the level of intention to use Go-Jek in Surabaya. Thus the fourth hypothesis (H_4) that stated "Attitude toward useexerts a positive impact on intention to use" GoJek mobile application in Surabaya is accepted

5. ETrust is proven to have a significant and positive effect on attitude toward use. The respondent's response on eTrust use determine the level of attitude toward use Go-Jek in Surabaya. Thus the fifth hypothesis (H_5) that stated "eTrust exerts a positive impact on attitude toward use" GoJek mobile application in Surabaya is accepted

6. ETrust is proven to have a significant and positive effect on intention to use. The respondent's response on eTrust use determine the level of intention to use Go-Jek in Surabaya. Thus the fifith hypothesis (H_5) that stated "eTrust exerts a positive impact on intention to use" GoJek mobile application in Surabaya"is accepted

5.2   Suggestion

Based on the conclusion, it can be given a number of reccomendations in the form of suggestions that can be taken into considerations as follows:

5.3.1 Suggestion for Theoritical

1. For the next research, it is better to add more exogenous variables such asdiffusion of innovations, price, public opinion, promotions, and subjective norms which is also affecting the attitude toward use andintention to use as the dependent variable.

2. For the next research should also increase the number of the respondents, so it will be include more diversity and not specify

mostly to students but also to all those who attract to GoJek mobiile application.

3. For the next research is suggested to use a larger sample size, which is about 300 to 400, so it can deliver more reliable data analysis.

5.3.2 Suggestion for Practitioners

1. Go-Jek Surabaya, should pay more attention about the eTrust that they offers to the customers. GoJek mobile application must reduce the technical failure due to frequently error (especially in rush hour / rush hour) causing by the number of customers who order to GoJek at the same time. Sometimes, orders can not be canceled, and when the application is in error it is very difficult to contact the service center. It results complain by the customers. Therefore, Go-Jek shoukd reduce errors and improve quality of the technology.

2. Go-Jek Surabaya, should triggering customers' attitude toward using the application by adding more facilities (train ticket, airplane ticket, hotel book, and so forth), promotion strategies entertaining, in order to attract the target market.

3. Go-Jek Surabaya, should develop the perceived usefulness of the application by adding more features in the application such as voucher (hotel voucher, airplane ticket promo, shoppimg voucher and so fourth) and collaboration with groupon. Nowadays, Go-Jek niche competitor competing to develop the usability of their internet-based transport services to intrigue customer interest.

4. Perceived ease of use of Go-Jek Surabaya is showing a strong significance, therefore, Go-Jek should keep maintaining their easy of use services.

5.   Intention to use of Go-Jek is showing a strong significance, therefore, Go-Jek Surabaya should keep maintaining their services.

When these things are met, the user can feel ease to use and usefulness as well as trust while using Go-Jek mobile application. The sense of perceived ease of use, perceived uselfulness and trust can trigger attitude toward use the application so that users have an intention to use the application. Thus, the prospecting user will have the intention to use and intent to recommend the application. This can certainly increase the number of users who install and the number of active users.

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