

CHAPTER IV

CONCLUSION

4.1 Conclusion

The aim of this research is to analyze which is the most variable influence user satisfaction from the UTAUT 2 theory with the variables of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Price Value, Hedonic Motivation, and Habit on the User Satisfaction of the OSS-RBA program in Indonesia. In analyzing the relationship of each variable, the researcher uses PLS (Partial Least Square).

The accepted hypotheses include Performance Expectancy, Hedonic Motivation, and Habit. The three accepted hypotheses mean that there is an influence between the variables of Performance Expectancy, Hedonic Motivation, and Habit toward the User Satisfaction of the OSS-RBA service system. The highest accepted variable is habit with a T statistic value of 4.723 and 22.3% of influence towards User Satisfaction. Meanwhile, the rejected hypotheses are Effort Expectancy, Social Influence, Facilitating condition, and Price value meaning that the four variables do not influence the User Satisfaction in the OSS-RBA service system.

4.2 Suggestions

From the result and conclusion, there are several suggestions that the researcher would like to elaborate on that can be utilized by OSS Indonesia and other online-based public service systems, as well as recommendations for future research. They include:

1. Suggestions for OSS-RBA service system (OSS Indonesia):

- Based on the result of the Habit hypothesis, which is the most significant variable, building user habits through continuous training, socialization campaigns, providing interactive training modules, or periodic notifications through the OSS Indonesia application to encourage users to continue using the system.
- Based on the result of the Performance Expectancy hypothesis, improving the speed of the time used by users is necessary, optimizing response speed and adding features that suit user needs, such as data analytics.
- Based on the result of the Hedonic Motivation hypothesis, improving the user experience by providing more clear and attractive interface designs.
- Making the registration process easier, ensuring supporting infrastructure, such as responsive helpdesk services, increase educational content on social media platforms, including success stories

and data on the positive impact of the OSS-RBA service system to increase the social influence of the system.

- Providing satisfaction surveys for user responses on the OSS-RBA service system every 6 months to adjust strategies.

2. Suggestions for future research:

- For future research, purpose other variables that may influence user satisfaction, such as the End-User Computing Satisfaction (EUCS) theory, User Experience (UX) theory, or combine several different variables from different theories. By this, future research can provide newer and deeper insight to determine the factors that affect user satisfaction.
- Future research is advised to explore different analysis techniques and sampling techniques in order to provide more varied factors on user satisfaction.
- Future research is also advised to propose more specific areas for fuller methodology testing as well as to look forward for the full potential of the variables chosen.

4.3 Research Limitations

Based on the conducted research in this study, there are limitations faced by the researcher; these include:

- The questionnaire was delivered in a purposive approach using Google Forms as a tool to collect the respondents. This resulted in the questionnaire being filled out by the respondents without the supervision and control of the researcher. So, the researcher could not be certain if the questionnaire was filled out accordingly or not by the respondents.
- Even though the researcher has provided contact information in case there was confusion in filling out the questionnaire, there is a possibility that respondents do not fully understand the statement in the questionnaire and eventually provide answers that are not in alignment with their initial answer.