

CHAPTER V

CLOSING

This chapter concludes the preceding chapter's study of the relationship between perceived usefulness, perceived ease of use, and sales promotion on purchase intention using OVO. Moreover, recommendations are offered that are believed to be valuable for interested parties as well as for future research.

5.1 Conclusion

1. The hypothesis of the influence of perceived usefulness and perceived ease of use on purchase intention showed a significance value of 0.000, which is considered significant. As a result, the model that perceived usefulness and perceived ease of use influence purchase intention to use OVO is accepted. However, only perceived usefulness significantly influences purchase intention, with the coefficient of determination R Square being 0.356. This means that perceived usefulness positively influences purchase intention, but perceived ease of use does not influence purchase intention.
2. The hypothesis test of the influence of sales promotion exposure on OVO purchase intention showed a significance value of 0.755, indicating that it is insignificant because the significance value is greater than 0.05. As a result, the hypothesis that there is an influence of sales promotion exposure on OVO purchase intention is rejected.

5.2 Recommendation

According to the findings of this study, the perception of ease of use and exposure to sales promotions do not influence purchase intention. As e-wallet users are already accustomed to using the e-wallet application, each e-wallet offers a similar amount and type of sales promotions. As a result, perceived ease of use and sales promotion exposure no longer play a significant role in influencing users to choose one brand of e-wallet over another. Instead of competing in the realm of offering sales promotions, e-wallet service providers could focus on improving the features of their e-wallet to make it more effective

and improve user performance in activities, particularly when making payments.