V. CONCLUSION AND IMPLICATION

A. Conclusion

1. Perceived usefulness has a positive effect on user's attitude toward Adobe Lightroom use

2. Perceived ease of use has a positive effect on user's attitude toward Adobe Lightroom use

3. Perceived enjoyment have positive effect on user's attitude towards *Adobe Lightroom*

4. Attitude has a positive effect on user's continuance intention use Adobe Lightroom

B. Implication

1. Theoritic implication

Based on the research limitation and the value of R-square stated. For further research, it is possible to add variables of perceived quality and application excellence because these two factors are considered a strong factor by the respondents in using an application in affecting their continuance intention. It is also hoped that future research will conduct a replication study by adding other mediating variables that are considered to be able to bridge the causality of the model that has been built, such as the confidence variable.

2. Managerial Implication

The attitude and desire to reuse the Adobe Lightroom mobile photography application can be done by product development such as increasing the resolution limit of the photo so that respondents feel that the use of the Adobe Lightroom mobile photography application is appropriate and can be used in photo editing.

Another thing that needs to be done is to provide a way to increase the image resolution and the photo editing results to be of higher quality. The problems with using Photoshop applications are that today's digital cameras have an average resolution of only about 24MP, and five years ago, cameras were still below 20MP.

For this reason, the Adobe Lightroom mobile photography application provides a solution to improve image quality, either increasing the quality of detail or increasing the number of pixels. That function can be applied to RAW files. There are two options, namely RAW Details (previously called Enhance detail) and Super Resolution

Raw Details aims to make photos sharper and correct misinterpretation caused by color filters on the sensor (bayer/x-trans) and also improve sharpness and contrast. RAW Detail does not increase the number of pixels.

Super Resolution is a new function available in Adobe Camera RAW version 13.2 that not only improves the pixel quality as in the RAW Details function, but also increases the resolution. In addition to improving

image quality, the software will also duplicate the length and width of the pixels by 2x, bringing the total pixels to 4x. For example a 24MP digital image (6,000x4,000 pixels) will become 96MP (12,000x8,000 pixels).

Those facilities in pro-version can be generated to increase the organic buyer of the company because the app are more handy by the professionals market. While the novice can also enjoy the benefit of the free version