

## **CHAPTER V**

### **CONCLUSION**

#### **A. Conclusion**

Quality and TAM model development in this research contributes to both the quality and operations management literature by highlighting the important role of quality that is system quality and information quality plays in technology acceptance and its continued usage.

In addition, knowing that the customer's decision to continue using the technology product depends not only on the core of service product, but the customer's experience with the quality components of the service product. Company must keep up with the increasingly rapid pace of technology development and for technology consumers, quality of a technology product is rated on its attribute quality such as reliable, good design, responsive, usable, clearly, etc.

Based on the discussion of research result it can be concluded as follows:

1. There is a positive effect of System Quality positive effect on Perceived Usefulness.
2. There is a positive effect of System Quality on Perceived Ease of Use.
3. There is a positive effect of Information Quality on Perceived Usefulness.
4. There is a positive effect of Information Quality on Perceived Ease of Use.
5. There is a positive effect of Perceived Ease of Use on Perceived Usefulness.

6. There is a positive effect of Perceived Usefulness on Intention to Use.
7. There is a positive effect of Perceived Ease of Use on Intention to Use.

## **B. Implication**

### **Managerial Implication**

As empirical research, the results of this study can be used by the management of PT KAI to pay attention about system and information quality as consideration to increase their customers' perceived usefulness and ease of use. In addition, to increase the intention to use of customers then the company must increase customers' perceived usefulness and ease of use.

There are several ways that the company can do to increase customers' perceived usefulness and ease of use by increasing system quality and information quality as follows:

- a. The website of PT KAI maintain and improve how to look good and clear.
- b. Maintain the quality and reliability of information of the website in accordance with consumers' desires.
- c. The management of PT KAI has to better prepare the website when the website is crowded, especially when the holiday season when there are many customers who use transportation so that the number of customers does not affect the speed of access as desired by customers.
- d. Website of PT KAI provides the ability to understand the desires of the customers such as the easiness in transaction by adding some payment

features such as e-money so that customers themselves have convenience when reserving online.

- e. PT KAI management needs to improve the interface of the website and responds speed to increase customers' convenience.

There are several ways that the company can do to increase customers' intention to use by perceived usefulness and ease of use as follows:

- a. Considering through the usefulness and easiness they already have, it should be better to be able to attract customers to come to the PT KAI website instead of other websites, PT KAI should provide good navigation button and could add some animation in the website that can attract the customers so that they are not feeling bored with the old website design.
- b. Create spatial and functionality layout so that it can serve customers well that impacts the efficiency of service operations and establishes the customer experience.
- c. PT KAI website layout has an attractive design and can be seen clearly even by the elderly.
- d. The use of colors that is relevant to the target market because indirectly, colors can help express the desired relationship with the customers.

Associated with some limitations in this research. Then further research is needed to conducting interviews directly with respondents to get answer for an open questionnaire clearly and accurately. Research also need to broaden the

scope of research, so that research results can eventually be more objective and can be generalized. Perhaps, further researchers also add the test causal relationships through indirect development of research models by adding moderating variables or mediating variables.