

**CHAPTER V**  
**CONCLUSIONS, IMPLICATION, LIMITATIONS AND**  
**RECOMMENDATIONS OF FUTURE RESEARCH**

This chapter provides conclusion from finding and discussion presented in the previous chapter. The findings and discussion also followed by assessment of the potential limitation present in study, implication and possible future directions for the research.

**5. 1. Conclusion of the Research**

The purpose of this study was to examine what factors influencing the intention to use IT adoption by the owner/manager of MSEs in Padang and testing whether the factors such as Perceived Ease of Use, Perceived Usefulness, Attitudes and Social Influence give significant impact to the Intention to use IT. This research is using primary data that collected by spreading 220 questionnaires to the respondents which Micro-Small Enterprise in Padang. There are six hypothesis developed in this research based on the literature review and previous studies. Therefore, the analyses of results are:

1. The first hypothesis (H1) stated Perceived Ease of Use has a positive and significant effect on Owners/Managers Intention to Use IT adoption for business. Based on this research, the first hypothesis (H1) is not accepted. This is evidenced by the path coefficient with the T-value score 1.822 of which is lower than T-table value 1.97 with 95 % confidence level and significant at  $\alpha = 0.05$ . This means that Perceived Ease of Use support is not significantly

influence the intention to adopt IT in Micro-Small Enterprises (MSEs) in Padang.

2. The second hypothesis (H2) stated that Perceived Usefulness has a positive and significant effect on Intention to Use IT adoption business by the owner/manager of MSEs in Padang. Based on this research, the second hypothesis (H2) is accepted. This is evidenced by the path coefficient with the T-value score 2,512 of which higher than T-table value 1.97 with 95 % confident level and significant at  $\alpha = 0.05$ . This means that Perceived Usefulness support is positive and significantly influence the intention to adopt IT by manager/owner of MSEs in Padang.
3. The third hypothesis (H3) stated that Perceived Ease of Use has a positive and significant effect on Attitudes toward IT adoption by the owner/manager of MSEs in Padang. Based on this research, the third hypothesis (H3) is accepted. This is evidenced by the path coefficient with the T-value score 5,737 of which higher than T-table value 1.97 with 95 % confident level and significant at  $\alpha = 0.05$ . This means that Perceived Ease of Use has a positive and significant effect on Attitudes toward IT adoption by the owner/manager of MSEs in Padang.
4. The fourth hypothesis (H4) stated that Perceived Usefulness has a positive and significant effect on Attitudes toward IT adoption by the owner/manager of Micro-Small Enterprises MSEs in Padang. Based on this research, the fourth hypothesis (H4) is accepted. This is evidenced by the path coefficient with the T-value score 2,670 of which higher than T-table value 1.97 with 95 % confident level and significant at  $\alpha = 0.05$ . This means that Perceived

Usefulness has a positive and significant effect on Attitudes toward IT adoption by the owner/manager of MSEs in Padang.

5. The fifth hypothesis (H5) stated that Attitudes has a positive and significant effect on Intention to use IT adoption by the owner/manager of MSEs in Padang. Based on this research, the fifth hypothesis (H5) is accepted. This is evidenced by the path coefficient with the T-value score 6,316 of which higher than T-table value 1.97 with 95 % confident level and significant at  $\alpha = 0.05$ . This means that Perceived Usefulness has a positive and significant effect on Attitudes toward IT adoption by the owner/manager of MSEs in Padang.
6. The sixth hypothesis (H6) stated that Social Influence has a positive and significant effect on Attitudes toward IT adoption by the owner/manager of MSEs in Padang. Based on this research, the sixth hypothesis (H6) is accepted. This is evidenced by the path coefficient with the T-value score 2,518 of which higher than T-table value 1.97 with 95 % confident level and significant at  $\alpha = 0.05$ . This means that Social Influence has a positive and significant effect on Attitudes toward IT adoption by the owner/manager of MSEs in Padang.

## **5. 2 Implication of the Research**

The research is creating several implications to improve for both academicians and practitioners. For the academicians, this research contributes to knowledge expansion regarding manager/owner intention towards IT adoption and the factors influencing that intention. It helps academic researchers to figure out what causes the

intention to use IT adoption in their business and understand how the factors influencing the intention of manager/owner affect their decision to adopt IT in their business. For practitioners, this research provides information for the management of micro-small enterprises in Padang about the intention toward the use of IT for their business. It helps the manager or owner of the business to understand the factors influencing the intention of manager/owner affect their decision to adopt IT in their business, and to choose whether to use IT for marketing their business or not.

The findings of this research shows that all hypothesis are accepted to influence the intention to adopt IT except perceived ease of use to intention to use IT. It means that perceived ease of use is not significant enough to affect the owner/manager intention to use IT for their business. According to this finding, there are several actions in order to increase the intention to adopt IT for business. In perceived ease of use, the concerned parties such as the social media corporate or gadget company should generate the perception of “easiness” to the user of IT by making innovation for the IT itself, after the IT user perceived that using IT is easy and doesn’t need much effort, the perceived ease of use can be one of the strongest reasons for the owner/manager to adopt and use IT for their business. This study findings is shows that perceived ease of use is not significant to affect the intention to use IT. That is why the concerned parties should innovate their IT product to convince IT user, in this case the owner/manager of MSEs in Padang, to adopt IT in their business.

The other implication is for the government. As the results of this study that the perceived ease of use is not significant to affect the business player to adopt IT,

the government could do several things to help increasing the intention toward IT adoption such as giving training or seminars regarding to IT adoption for MSE's, showing their support for MSE's to adopt IT by providing loans or subsidy to developed their business with IT adoption. Role of government in persuading the MSE's business player to adopt IT might very helpful to increase their intention toward IT adoption for business.

### **5.3 Limitation of the Research**

This study has several limitations of the study. With this limitation, expected to be improved in future research. The limitations in this study are:

1. This research purpose only to look at the relationship between each variables, to know whether each variables gives a positive and significant affect each to another without considering that actually the variable "Attitudes" could be a mediating variables from Perceived ease of use and perceived usefulness toward Intention to use IT. Hopefully the future research will include the mediating affect so the research will be more complete and clear in stating the relationship of attitudes to other variables.
2. This research has limitations of the response bias of the respondents. Response bias is the information given by respondents through questionnaire sometimes does not describe the actual opinion of the respondents. This happened because of the inability of the respondents to understand the items of each point in the questions. So that the honesty of respondents in answering the questions and the limitation time given to them in filling the questionnaires are slightly inappropriate.

3. This research only use Perceived Ease of Use, Perceived Usefulness, Attitudes, and Social Influence, whereas many other variable that can influence the intention to adopt IT, such as Perceived Strategic Values, Innovativeness, Perceived Desirability, and Perceived Feasibility and many others.

#### **5. 4 Recommendation of the Research**

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For next research it suggested to distribute questionnaires more with the internet base questionnaires because from the experience of this study, the respondent have a difficult times to fill in the papaer base questionnaires because they have to take care of their business daily activity. With using internet base questionnaire they can fill in the questionnaire anytime when they have freetime.
2. For next research it suggested to adding or encompasses different variables related to the topic of the research in order to create and found varieties of the result.
3. For the next research it suggested to analyze deeper about the impact of variables by analyze the reason it happened and finding the solution of the issue.