CHAPTER V

CONCLUSION AND SUGGESTION

3.2 Reseach Conclusion

The intent of this study is to investigate the link between the dependent variable, re intention to use, and the user interface design, perceived ease of use, and attitude toward. The focus of this study is on how the relationship is Re intention to use the Shopee application is modified by these three factors. 110 Gen-Z women from all throughout Indonesia were given G-form questionnaires, which were utilized to collect primary data for this study. There This study defined three hypotheses, as the following statement demonstrates. The findings from the 24th Spss are listed below:

1. Interface User Design has a positive influence on Re Intention To Use. the Shopee application. as the The estimated t comparison findings (0.821) are more than the t table results (1.65), indicating a negative impact on the significance results worth 0.414 (more than 0.05), The findings of this research are not in line with (YJ Joo, HW Lee, & Y Ham, 2014), User Interface Design has a positive effect on Re Intention to Use, but this research is in line with (Farrasari, Amaliah, 2023) User interface design does not have a significant effect on public interest Bandung City in Shopping for Fashion Products in E-Commerce Shopee

2. Re Intention to Use is strongly influenced by Perceived Ease of Use. The estimated t value (2.513) is displayed above the t table (1.65), showing a significant relationship both perceived ease of use (X2) and re intention to use (Y). The significance value is 0.013, or less than 0.05. As a result, Ha is approved while H0 is rejected, suggesting the presence of a significant connection. Given the substantial relevance of the research findings, hypothesis (H2) which holds it is recognized that the Perceived Ease of Use impacts using intention

3. Re Intention to Use is significantly affected by Attitude toward Use. This is also evident in the fact that the "The Shopee application system provides interset product at 4.39% and positive influence on the significance findings worth 0.00, which is less than 0.05, indicating a significant effect. The calculated t comparison $(3.931) > t$ table (1.65) is displayed in the T test.

3.3 Recommendation

Based on the conclusions and limitations found in this research, there are several suggestions that can be taken into consideration, namely as follows:

1. In further research, it is hoped that the scope of the research can be expanded, moreover, the Shopee application can be used effectively in the future.

2. In future research, it is hoped that we can increase the number of samples and expand the diversity of the sample so that it truly represents the population in this research, and the results of further research can be broader and more appropriate.

3.4 Research Implications

Data from this research is expected to be used by Shopee app developers to inform their approach to capturing user intent to use their products. According to this research, technological innovation can facilitate people's ability to identify their desires and function as an effective and efficient means of carrying out entrepreneurial efforts. It is hoped that the data from this research can be used by application developers to improve product quality, informing their approach in developing more products from Shopee both in terms of application appearance and tools that make it easier for consumers to shop online. According to this research, technological innovation can facilitate people's ability to identify their desires and function as an effective and efficient means of carrying out entrepreneurial efforts. The

expected technological innovations include designs that use AI or 4D on products from Shopee and product descriptions that use AI to make it easier for sellers and attract consumers to get to know the products they buy.