

THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND PUBLIC FIGURE ENDORSER TOWARDS THE ADOPTION OF CONVO APPLICATION

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ABSTRACT

CONVO is a company that develops an English-learning application in Android that experienced issues in terms of the rate of adoption. This study aims to understand whether perceived usefulness, perceived ease of use, and public figure endorsers influence the adoption of CONVO application. This study utilizes a quantitative method approach with CONVO application as the research object. Sixty seven samples were selected using simple random sampling from 197 people as the target population. The results of this study indicate that Perceived Usefulness and Perceived Ease of Use of CONVO application have a significant effect on the adoption of the application, however the public figure endorser variable has no significant effect towards the Intention to Adopt. This shows that Perceived Usefulness and Perceived Ease of Use have a significant effect towards CONVO hence all efforts of increasing the adoption rate of CONVO should focus on these two factors. On the other hand, the results showed that Public Figure Endorser has no significant effect towards the Intention to Adopt CONVO application, hence efforts in relation to this factor should be reduced. The theoretical model used in the study is derived from the Technology Acceptance Model (TAM) due to the principle of parsimony. The results of this study can be used as reference material for other companies that plan to develop mobile application to achieve a satisfactory Intention for Adoption by their users.

Keywords: Perceived usefulness, Perceived ease of use, Public figure endorser, Adoption of application, English-learning application

Introduction

In Indonesia, English has been included in the formal learning curriculum since 1967, when cabinet III was formed (Simanjuntak, 2003). But in fact, until 2016, World Bank data shows that the biggest gap that local workers have in Indonesia is 44% of the use of English. According to Karir.com data published in 2016 on the industrial sector, 42% of companies in the capital of Indonesia generally require job applicants to have English proficiency. Of the 32,000 job postings in 2015, 8,787 (27.53%) postings had these conditions (Rosiantiningsih, 2016).

English learning consists of various elements, namely Listening, Speaking, Reading, Writing, Grammar, Pronunciation, and several other aspects (Writing @ CSU, 2018). As for what is still a point of concern is Speaking where other elements have been answered by the curriculum of conventional English language courses. Based on these problems, an application called CONVO was created. CONVO is an Android-based English-speaking learning application created and started on April 16, 2018.

During the speaking learning process through the application, CONVO team always requests feedback from users as soon as the session ends. So far, the feedback received has always been positive and there have been no complaints that the application is difficult to use or faulty. But in fact, the number of application users is still very minimal compared to CONVO followers on social media which reaches tens of thousands of people per December

2018. CONVO also uses services from several public figure endorsers to increase awareness of the application. By using the services of the public figure endorsers, it is expected that there will be a significant increase and a balance between the number of CONVO's Instagram followers and the number of CONVO application users.

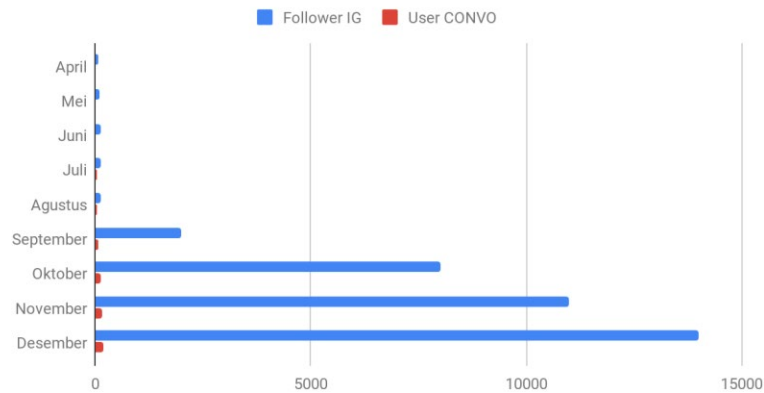


Figure 1. Number of Instagram Followers and CONVO Application Users

In Figure 1, it can be seen that the number of CONVO's Instagram followers is approximately five to six times more than CONVO application users from April to August and after that the comparison becomes one hundred times more in December 2018. This shows that there are things that need to be fixed on CONVO application. Therefore, this study will examine the "The Effect of Perceived Usefulness, Perceived Ease of Use, and Public Figure Endorser towards the Adoption of CONVO Application".

There are three hypotheses from this study, namely:

- H1: Perceived Usefulness (PU) has a significant effect towards the Adoption of CONVO Application (AA).
- H2: Perceived Ease of Use (PEOU) has a significant effect towards the Adoption of CONVO Application (AA).
- H3: Public Figure Endorser (PFE) has a significant effect towards the Adoption of CONVO Application (AA).

RESEARCH METHODS

Population and Sample

The target population in this study are customers who had downloaded CONVO application from April until December 2019. As many as 197 people had downloaded the application and used it. The sampling technique used in this study is probability sampling with simple random sampling approach by also utilizing a sampling frame which requires the samples to have certain attributes, namely followers of CONVO Instagram account and users of the application. Slovin formula was used to determine the minimum sample size from the population with an error margin of 10%. The minimum number of samples that must be taken is 67 people based on the result of the calculation.

Data Collection Technique

The primary data collection technique used in this study is questionnaire in the form of online form. The choice of answers provided to the respondents utilizes the Likert scale with a range of five where each question is paired with five alternative answers: strongly agree, agree, neutral, disagree and strongly disagree. The questionnaire distributed consisted of five parts.

The first part contains questions about the identity of the respondent, the second part contains statements about Perception of Usefulness, the third part contains statements about Perceived Ease of Use, the fourth part contains statements about Public Figure Endorser, and the fifth section contains statements regarding the Adoption of CONVO Application.

Data Analysis Method

The data analysis method used in this study is Multiple Regression Analysis. The independent

variables are Perceived Usefulness (X1), Perceived Ease of Use (X2), and Public Figure Endorser (X3) while the dependent variable is Adoption of CONVO Application (Y). The formula of the multiple linear regression is as follows (Ghozali, 2016):

Simultaneous test (F test) and partial test (t test) are also conducted in this study. According to Sugiyono (2014), F test aims to see whether there is a significant effect between independent variables and dependent variables simultaneously. If the significance value shown by the F test is equal or below 0.05, the independent variables have a significant effect on the dependent variable simultaneously. Whereas according to Ghozali (2016) the t test aims to examine the effect of independent variables namely Perceived Usefulness, Perceived Ease of Use, and Public Figure Endorser on the dependent variable namely Adoption of CONVO Application, partially. The basis of decision making for this hypothesis is by comparing the value of statistical probability with the level of significance of α (5%).

Results and Discussion

Respondents Data

Table 1. Respondents Characteristics Based on Age

Age	Number of Respondents	Percentage
<18 years old	2	3%
18-26 years old	41	61%
27-35 years old	18	27%
>35 years old	6	9%
Total	67	100%

Source: Internal Data, 2019

Table 1 shows that 2 respondents (3%) are aged under 18 years old, 41 respondents (61%) are aged 18-26 years, 18 respondents (27%) are aged 27-35 years, and 6 respondents (9%) are aged over 35 years old.

Validity and Reliability Test

According to Ghozali (2016), validity test is used to determine the accuracy of the questionnaire in performing its measuring functions. The indicators are deemed to be valid if the significance values are below the specified error tolerance, which is 0.05. All statements on the independent variables of Perceived Usefulness (X1), Perceived Ease of Use (X2), and Public Figure Endorser (X3) and the dependent variable, Adoption of CONVO Application (Y) show the significance value of 0.000. Therefore, it can be concluded that each statement of the questionnaire in this study is valid.

As for the reliability test, according to Ghozali (2016), reliability test is used to measure whether or not the measuring instrument, in this case the questionnaire, is consistent and reliable. Reliability test is conducted with the Cronbach's Alpha (α) method with the required value of ≥ 0.7 . The value of each variable in this study has a Cronbach's Alpha value of ≥ 0.7 , and thus all variables in this study can be said to be reliable.

Multiple Linear Regression Test

Table 2. Multiple Linear Regression Test

Model	Unstandardized		Sig.
	Coefficients		
	B	Std. Error	
(Constant)	-0.312	0.626	0.620
X ₁	0.583	0.128	0.000
X ₂	0.489	0.106	0.000
X ₃	-0.012	0.129	0.924

Source: Data processed by SPSS (2019)

Based on Table 2, it can be seen that through the multiple linear regression test, the regression model obtained is as follows: $Y = -0,312 + 0,583x_1 + 0,489x_2 - 0,012x_3$. The interpretations of the above equation are as follows:

1. The coefficient value of X₁ (Perceived Usefulness) is positive at 0.583, meaning that variable X₁ (Perceived Usefulness) has a positive relationship with Y (Adoption of CONVO Application).
2. The coefficient value of X₂ (Perceived Ease of Use) is positive at 0.489, meaning that variable X₂ (Perceived Ease of Use) has a positive relationship with Y (Adoption of CONVO Application).
3. The coefficient value of X₃ (Public Figure Endorser) is negative at 0.012, meaning that variable X₃ (Public Figure Endorser) has a negative relationship with Y (Adoption of CONVO Application).

F Test

Table 3. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	22.456	3	7.485	28.952	0.000
Regress	16.288	63	0.259		
ion	38.744	66			

Source: Data processed by SPSS (2019)

Table 3 shows that the F test value is 28,952 with a significance value of 0.000. Therefore, it can be concluded that the independent variables namely Perceived Usefulness, Perceived Ease of Use, and Public Figure Endorser have a significant effect on the dependent variable, Adoption of CONVO Application, simultaneously.

t Test

Table 4. t Test Results

Model	Unstandardize d		Standardized	Sig.	Collinearity Statistics	
	B	Std.	Coefficients		Tolerance	VIF
			Beta			
(Constant)	-0.312	0.626		0.620		
X ₁	0.583	0.128	0.433	0.000	0.735	1.360
X ₂	0.489	0.106	0.445	0.000	0.717	1.395
X ₃	-0.012	0.129	-0.008	0.924	0.948	1.055

Source: Data processed by SPSS (2019)

Table 4 shows that the significance value of X1 (Perceived Usefulness) is 0.000 and X2 (Perceived Ease of Use) is 0.000, hence it can be concluded that the variables X1 and X2 have a significant effect on variable Y (Adoption of CONVO Application), partially. However, the significance value of variable X3 (Public Figure Endorser) shows a number of 0.924 which is higher than 0.05, which means that it does not significantly affect variable Y (Adoption of CONVO Application).

Coefficient of Multiple Determination (R^2) and Correlation Coefficient (R)

Table 5. Correlation Coefficient and Coefficient of Multiple Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the	Durbin-Watson
1	0,761	0,580	0,560	0,50847	2,178

Source: Data processed by SPSS (2019)

Table 5 shows that the value of R is 0.761 or 76.1%, which shows that the number is close to 1 and indicates that there is a strong relationship between independent variables and the dependent variable. The coefficient of multiple determination (R^2) of 0.580 (58.0%) indicates that the independent variables are able to contribute 58.0% to the changes that occur in the dependent variable, while the remaining 42.0% is explained by other variables not examined in this study.

As for the classical assumption tests, the variables in this study have been checked and tested using the required classical assumption tests, namely normality test, multicollinearity test, linearity test, heteroscedasticity test, and autocorrelation test. All conditions have been met.

Discussion

The Effect of Perceived Usefulness towards the Adoption of CONVO Application

Based on the results of the t test, it is known that Perceived Usefulness (X1) has a significant effect towards Adoption of CONVO Application (Y). The results of the t test show that the significance value of Perceived Usefulness is 0.000, which is less than 0.05. Therefore, it can be concluded that the first hypothesis is accepted, namely Perceived Usefulness (X1) has a significant effect towards the Adoption of CONVO Application (Y), partially. This result supports the previous study conducted by Indarsin and Ali (2017) in which Perceived Usefulness has a significant effect on the intention to adopt an information system. From this study it can be concluded that CONVO application that focuses on speaking skills should prioritize on the most important goal, namely to help users improve their success in daily activities such as job interviews, public speaking, or communicating with coworkers from foreign countries that use English as their main language for communication.

The Effect of Perceived Ease of Use towards the Adoption of CONVO Application

Based on the results of the t test, it is known that Perceived Ease of Use (X2) has a significant effect towards Adoption of CONVO Application (Y). The results of the t test show that the significance value of Perceived Ease of Use is 0.000, which is less than 0.05. Therefore, it can be concluded that the second hypothesis is accepted, namely Perceived Ease of Use (X2) has a significant effect towards the Adoption of CONVO Application (Y), partially. This result, along with the first hypothesis, supports the previous study conducted by Indarsin and Ali (2017) in which Perceived Ease of Use has a significant effect on the intention to adopt an information system. The significance of the influence of perceived ease of use is thought to be caused by the busyness of the respondents so that time is considered very valuable. Future application development should continue to prioritize the ease of use of the application and CONVO application developers also need to think about user interface and user experience factors even more.

The Effect of Public Figure Endorser towards the Adoption of CONVO Application

Based on the results of the t test, it is known that Public Figure Endorser (X3) does not significantly affect the Adoption of CONVO Application (Y). The significance value of Public Figure Endorser (X2)

from the t test result is 0.924, which is greater than 0.05. Therefore, it can be concluded that the third hypothesis is rejected, namely Public Figure Endorser (X3) has a significant effect towards the Adoption of CONVO Application (Y), partially. This result supports the study of Nurani and Haryanto (2010) in which endorsers do not significantly affect customers' intention to purchase and use a certain product. Partially, Public Figure Endorser (X3) does not significantly affect the Adoption of CONVO Application (Y), but this variable along with X1 and X2 simultaneously have a significant effect on the Adoption of CONVO application. This shows that the variable Public Figure Endorser must still be taken into account in relation to the Adoption of CONVO Application.

Conclusions and Recommendations

Conclusions

Based on the results of statistical and descriptive data analysis, using a sample of 67 respondents and data collection methods through online questionnaires, it can be concluded that Perceived Usefulness has a significant effect towards the Adoption of CONVO application, Perceived Ease of Use has a significant effect towards the Adoption of CONVO application, and Public Figure Endorser does not significantly affect the Adoption of CONVO application.

Recommendations

1. For Convo Asia Network, PO:

The company is advised to improve the quality of the application in order to increase revenue and market interest. We recommend that CONVO application developers focus on indicators that have a positive effect on each variable with a high mean value so that application performance is more effective and efficient. CONVO owners also need to be more stringent in screening public figure endorsers in line with the indicators used in this study.

The next research can add other variables that are not used in this study as to increase the level of adoption of an information system, especially applications.

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