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