CHAPTER 5
CONCLUSION AND RECOMMENDATION

In this part of the study, the author will try to conclude all of the discussion of the research by using all of the gathered information from the statistical result that can be found in the previous chapter that later on will be used to give an insight to all of the research questions and fulfilling the research objectives. The content of this chapter will be conclusion of the research, managerial implications, research limitations and recommendations for future studies.

5.1 Conclusion

The growth of e-commerce in Indonesia is one of the important factors towards the growth of the digital market sector based on the forecast of e-commerce in the future. The users of e-commerce come from diverse generations, and Generation-X has become one of the key demographics towards e-commerce service use during the pandemic. Hence, this research is focusing on Generation X in Jakarta knowing that there are no previous researcher studied on the influencing factors that affect Generation-X intention to use e-commerce service during the pandemic mainly in the Jakarta area.

Knowing that the aims of this research is to identify the factors that influence Generation-X intention to use e-commerce during the pandemic, therefore, the result from F-test in previous chapter, the result shows that there is an overall significant relationship between government support, perceived lack of alternative, perceived usefulness, perceived ease of use, planned behaviour control, and subjective norm. In terms of individual relationship, government support does not show a significant relationship, to add on the factors from the theory of planned behaviour which are planned behaviour control and subjective norm also does not have a significant relationship toward Generation-X e-commerce adoption during the pandemic, while perceived lack of alternative shows a significant relationship and the variables from the technology acceptance model which are perceived usefulness and perceived ease of use also show significant relationship toward Generation-X e-commerce adoption during the pandemic. Therefore, we can conclude that Generation-X is not easily influenced by other in terms of
adopting behaviour towards new technology. When Generation-X are confident to adopt the new technology to complete their shopping activity, it will increase the use of e-commerce (Yoga & Triami, 2020). And knowing that the government imposed social restrictions due to the spread of Covid-19 pandemic and forcing people to stay at home, there is no evidence that the government gives any support towards e-commerce use during the pandemic.

5.2 Managerial Implications

By utilising the gathered information from these studies, e-commerce platform companies could gain insight on how to target their future platform users, especially users from Generation-X. Future improvement can be developed in various aspects such as the use of mass media to influence Generation-X towards e-commerce adoption, and also develop more friendly user experience on the platform in order to boost the confidence aspect for Generation-X to adopt e-commerce. Perceived lack of alternative factor has the largest beta value which reflects on how Generation-X are heavily influenced by the lack of alternative situation to adopt e-commerce, meaning that e-commerce companies could focus on the situation and create better strategies to maintain the advantage of e-commerce platform. To add on investors also see that the growth of e-commerce is still not maximise since the Generation-X is still adopting these new technologies and can be profitable for the investor to invest in e-commerce platforms.

The result shows that there is no significant relationship between e-commerce use and government support. Therefore, the Indonesian government can start to create campaigns to inform people that e-commerce platforms could be the alternative way to do shopping activities while in the social restriction era that was imposed by the government.

5.3 Research Limitation

This research is conducted by focusing only on Generation-X e-commerce users in Jakarta area. Hence, this result of this studies would not be suitable for region greater than Jakarta, and other generation such as Millennials and Generation-Z, on top of that the time for respondent collection is very limited which are less than one month, and the author choose theory such as technology acceptance model and theory of planned behaviour, future research could applied
the newer theories such as UTAUT to identify the influencing factors towards e-commerce adoption.

5.4 Recommendation

Future research can be done by comparing different generations towards e-commerce use and the region of the sample could be greater than the Jakarta area. By comparing other generations it could give more diverse insight such as the difference in educational background and the purpose to adopt e-commerce between generations.

A recommendation for the future researchers can also be made to define the result of whether the adoption of e-commerce can improve the growth of the Indonesian economy. The result of this research concludes that Generation X is not easily influenced by other people towards adopting new technology and e-commerce companies can improve the user experience on the platform in order to increase the level of confidence to adopt e-commerce service during the pandemic toward Generation-X, and government can create a movement for people to start adopting e-commerce during pandemic times knowing that the social restriction policy was imposed by the government due to the spreads of the virus, and users are adopting e-commerce without any government support.