CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter will enlighten more about the findings that has been analyzed in the previous chapter. The author will elaborate on the summary of findings, managerial implications, limitations, recommendation for future research, and conclusion.

5.1 Conclusion

This research examined about factors affecting consumer attitude towards using e-paper in Indonesia. This study aimed to know what factors from marketing variables, channel attributes, and individual differences variables that affect consumer attitude toward using e-paper, and also whether attitude toward using affect behavioral intention to use. The most important finding in this study that the author found is marketing efforts, internet expertise, ease of use, perceived usefulness, and enjoyment are positively affecting consumers attitude toward using e-paper. Also age and location have association with attitude toward using. While the rest of the factors that are brand loyalty, channel integration, gender, and aesthetic appeal do not contribute much to the consumer attitude. And last, attitude toward using positively affect behavioral intention to use online channel.

The author discovered that the dominant respondent of e-paper come from Generation Y and Millennial who are within the age of 17 to 34 years old. Moreover, most of the respondents live in the big cities in Indonesia, especially Jakarta area.

As it stated before, there are four research questions that need to be answered in this research. Below are the interpret analyses of the answer for the research questions.

1. Do marketing efforts (a), brand loyalty (b), channel integration (c) positively affects consumer attitude toward using an online channel for newspapers among Indonesian consumers?

H1a : Based on the research, marketing effort has a positive affect on consumer attitude toward using e-paper. Newspaper company make some marketing effort in order to get the readers interested to get information and news from them. Besides, they also make marketing effort to introduce the readers about their new online channel, which is e-paper. Marketing efforts from the newspaper can encourage their readers to use the e-paper and have a positive attitude toward using online channel. Thus, marketing efforts play an important role on affecting consumer attitude toward using e-paper.

H1b : Based on the research, brand loyalty does not have a positive affect on consumer attitude toward using e-paper. Consumer loyalty to one particular newspaper does not shape their attitude toward using online channel of the newspaper. Therefore, brand loyalty has no significant linear relation with attitude toward using e-paper.

H1c : There is no positive relationship between channel integration and consumer attitude toward using e-paper. Channel integration related on how the newspaper company try to integrate their channel among each other. However, most of the respondents do not get much information about the e-paper on printed newspaper. So channel integration does not affect their attitude toward using.

2. Do Internet expertise (a), age (b), gender (c), location (d) positively affect attitude toward using an online channel for newspapers among Indonesian consumers?

H2a : There is positive relationship between internet expertise and attitude toward using. Internet expertise related to consumers' experience with the Internet, and the

higher their Internet expertise; the more they are familiar with the use of e-paper. Thus, it affects their attitude toward using online channel.

H2b : Age also has association with attitude toward using e-paper. It is because respondents who belong to Generation Y and Millennial are more exposed to the new technology and new channels. Therefore they are more aware about e-paper and the use of it. So age is highly associated with the attitude toward using.

H2c : Based on the research, there is no association between gender and attitude toward using e-paper because the newspaper targeted both women and men. There is also no significant difference between male and female in term of using the e-paper, so gender has no association with the attitude toward using.

H2d : Based on the research, location has association with consumer attitude toward using e-paper. It is because e-paper needs internet connection, and not all of the cities in Indonesia have a good infrastructure for the internet connection. Also, consumers who live in the big cities more likely to have everything practical, and e-paper can make them more practical because it is available online. Therefore, most of the respondents who visit online newspaper live in the big cities especially Jakarta. So it concludes that location is highly associated with the attitude toward using.

3. Do aesthetic appeal (a), ease of use (b), perceived usefulness (c), enjoyment (d) positively affect attitude toward using an online channel for newspapers among Indonesian consumers?

H3a : Aesthetic appeal does not have any relationship with attitude toward using. Aesthetic appeal related to the layout of the e-paper and also the design. Basically, e-paper has the exact same design with the printed newspaper. The only difference is the version, one is printed and the other one is digital version. Respondents are aware

of it and they also find that there is no different on the layout and design. Therefore, aesthetic appeal doest not affect consumer attitude toward using e-paper in Indonesia. Conclude aesthetic appeal has no significant linear relation with attitude toward using.

H3b : Based on the research, the ease of use of the online newspaper is positively affect consumer attitude toward using e-paper. Ease of use related to how the use of online channel, whether it is user friendly and ease to understand or it is difficult to use. From most of the respondent, consumers feel that e-paper is easy to understand and it is easy to use and learn. Therefore, ease of use has positive relationship with attitude toward using.

H3c : From the analysis, it show that perceived usefulness play a role in affecting consumer attitude toward using online channel of the newspaper. It is because when consumers accepting that new version of newspaper through new technology, they are more willing to use e-paper. And after they read the e-paper, respondents start to feel that e-paper enables them to accomplish their purpose of reading news and find information more effectively. So perceived usefulness is highly related with attitude toward using.

H3d : Enjoyment is the factor that is most affecting consumer attitude toward using e-paper from the channel attributes variables. This means respondents' enjoyment of the visiting e-paper, affect their attitude toward using online channel of that newspaper. Thus, enjoyment has positive relationship with the attitude toward using.

4. Do Indonesian consumers attitude toward using an online channel affect their behavioral intentions in using e-paper?

H4 : Based on the research's result, consumers attitude toward using an online channel affect their behavioral intention in using e-paper. It means, when consumers already have positive attitude toward using online channel, they will have intentions to reading e-paper even more. Thus, attitude toward using is highly related with behavioral intention to use e-paper.

5.2 Managerial Implication

- Newspaper company should come up with more marketing efforts, because based on the research, respondents are willing to get information from the newspaper (Kompas). Therefore in order to get more consumers on e-paper version and encourage them to use a certain channel, doing marketing effort to them is very important. Marketing efforts that can be done is giving some incentives in e-paper. By giving incentives like coupons, more extra interesting topics, more sections, or any other, it can encourage more consumers to use that certain channel.
- Newspaper company should integrate more of their channel so the printed newspaper subscribers and readers are more aware of the new channel, which is e-paper. By doing excellent channel integration, more consumer will aware and visit the e-paper version. They can do by putting more information and advertising about e-paper in their printed newspapers. Furthermore, they can move their consumer towards using e-paper by use the service level across channels. For example, they put more of interesting topic or news segment in the e-paper instead of printed newspaper, so the consumer would have no choice to visit the e-paper in order to read about those interesting topics or news segment.
- Newspaper companies should do more on the layout and design of the e-paper to attract more readers and subscriber on the online channel. Because by having more attractive layout and design of the e-paper, consumers will find it different and more interesting than the printed version. They can add more interesting design to the e-paper version by making it different or maybe use some digital technology like animation in order to make it attractive to the readers.
- Newspaper company should make the e-paper version easier to use and learn in order to attract more subscribers on the online channel. This e-paper version

should be more user-friendly and not confusing the readers, some more they can add instruction on how to use it so it can help the consumers more.

- Newspaper company should increase the effectiveness of using online channel in order to satisfy the readers and also encourage more readers to willing to use e-paper. They can do by increasing the efficiency of using it, by making it easier to search and read the news in it.
- Newspaper company should increase the level of enjoyment of visiting e-paper by providing something different in online version. Thus, more readers and subscribers will feel more enjoy while visiting e-paper.

5.3 Limitation of the Research

Even though there was a lot of information that can be taken from the result, this research still has several limitations. Some of the limitations are:

- In this research, there was limited number of respondent, which is only 170 respondents. It could have been more if the author distributed the questionnaires more evenly.
- In this research, there was also uneven number of age generation in the respondents. Respondents mostly come from Generation Y or Millennial. This should be reach equal number of Generation Y or Millennial, Generation X, and Baby Boomers. This was due to the method of distributing the questionnaire that is online, so it reached more on Generation Y or Millennial as the main user of the internet.
- This research took particular brand, which was Kompas as the object in the questionnaire. Unfortunately in other cities besides Jakarta, respondents are not very familiar with Kompas because they are more familiar with their local newspapers. For example, people who live in Surabaya is way more familiar with Jawa Pos rather than Kompas.
- This research has a limited time to be done which were only a few months. So there is no time to get more respondents and more deeper analysis and discussion.

5.4 Recommendation for Further Research

This research still has a few points that the author did not manage to cover. Therefore, for the future research, there are some recommendations that can be dome.

- For the next research, the author purpose to add subjective norm as variables in the model that same as the original journal. Because it said that subjective norm contribute a lot in affecting behavioral intentions to use online channel.
- In the future research, the author should reach more respondents and distribute the survey equally in order to cover more equal age generation.
- This research was conducted in the big cities, where most of the respondents already using internet. The author recommends that the next research should have more respondent from smaller cities to see whether they might be interested to use new channel, which is online channel.
- The survey on this research only brings Kompas as an example of newspapers. Even tough Kompas is a national newspaper, some people from some areas besides Jakarta is more familiar with their local newspapers rather than Kompas. Therefore, for further research, the author suggests to put some other newspaper in order to reach the understanding of the respondents from other cities besides Jakarta.
- This survey was conducted online, so it reached more of the Generation Y and Millennial. The author purpose for the future research, it could use offline survey in order to reach more of the other age generations such as baby boomers and generation x who does not use interact with the internet as much as the generation y and millennial.