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The Unified Theory of Acceptance and use of Technology (UTAUT) Modelon the Quality of Employee Information Service Sites and Learning Centers at Xyz Company

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Abstract. This research uses the Unified Theory of Acceptance and Use of Technology (UTAUT) model to evaluate the learning center and employee information service site in Xyz company. The sample strategy used in this research is purposive sampling and follows quantitative methodology. Primary data obtained from respondents who filled out Google form is the type of data used in this study. The results show that the Website Design variable has a significant effect on the Effort Expectancy, Performance Expectancy, and Intention to Adopt variables. These results are the same as those obtained from the initial survey that Website Design is very influential on the feasibility and user assessment of the Xyz Click site. And also the Customer Service variable affects the Effort Expectancy variable and the Performance Expectancy variable because if Customer Service can be improved, it will be followed by the growth of user convenience in using and accessing the Xyz Click site and will also improve the performance of Xyz Click site users.

Keywords: Information Systems, Unified Theory of Acceptance and Use of Technology (UTAUT) Model

1. Introduction

The development of increasingly innovative technology has made the development of the industry advanced and developed very rapidly (Teece, 1992). Media can disseminate various kinds of information quickly and widely using the internet (Berthon, 2013). Everyone agrees that the internet is a cheap and useful source of information that can be used in many areas, such as news and to help display websites. In general, website services are needed to speed up data searches (Bayu Luhur Wicaksono, 2012).

Most businesses in Indonesia use websites as a source of information to provide information relevant to their business, as well as information on activities or even learning centers (Chen, 2012). The quality of website services from user perception is often overlooked when developing website platforms. (Amellia Ayu Permatasari, 2018).

Many company websites are used as employee information centers, information on employee activities, and learning centers (Jackson Jr, 2009). However, the use of digital technology such as sites, to become employee information centers, has not been maximally used by several companies (Horváth, 2019). In fact, the site is able to provide data more effectively and up-to-date if various types of information are integrated with one another. The site is more easily accessed by employees of the company only by using the internet (Penda Sudarto Hasugian, 2018).

The comparison between reality and expectations determines service quality. Perceived service quality distinguishes between these two. To be able to provide quality services, every institution and business must be able to understand consumer demographics and consumer needs (Zeithaml, 1990). People who use information systems to facilitate their work or activities are known as information system customers (Gorla, 2010). Information system users have a unique perception or perspective on the quality of the system they use and the level of service feasibility they provide. (Diana, 2015)

UTAUT theory, cited by (Venkatesh et al, 2003), explains the factors that can affect user acceptance of information systems.

Therefore, at the beginning of this research, I conducted an interview with the relevant PIC who holds the Xyz Click Site, whether there are user complaints about the use of the Xyz Click Site. The results of the interview are in table 1.1. After conducting the interview, the author conducted an initial survey to find out whether the Xyz Click Site was feasible or not, because the management wanted the Xyz Click Site to prioritize the effectiveness of using the site. I distributed an assessment questionnaire about the Xyz Click Site. And obtained 22 answers from correspondents where of the 22 answers obtained from correspondents, 77.3% answered that it was not feasible to use, and 22.7% stated that the Xyz Click site was feasible to use.

And the results of interviews according to sources, many employees find it difficult to access features at XYZ bank. The majority of these employees are employees who will retire and also new employees. Especially during training weeks, the system is often down and many employees do not like it because the appearance on the Xyz Click Site is very old, less colorful, and there are some features that confuse users.

A total of 77.3% of correspondents answered that it was not feasible to use with an average number of their reasons on the appearance of this XYZ site and its menus were less than satisfactory, less user friendly, and also the lack of socialization related to how to use and use this Xyz Click site. From user complaints, several supporting variables for the UTAUT model were obtained. Namely Web Design, Customer Service, Assurance, and Reliability. Therefore, the author makes improvements to the Xyz Click site so that users make it easier for users to use the Xyz Click site.

Tabel 1. Xyz Click site interview

No.	Question	Answer
1	Can you provide information regarding the employee who inquired about this XYZ site and who is the dominating employee?	My experience when asked by employees regarding the XYZ site is that the majority of employees who ask are employees who are about to retire and employees who have just been onboarded.
2	What is the problem with the site that you are asking about?	The majority of these obstacles are usually difficult for employees to access information because they find it difficult to find the features in question, there are also those who ask about systems that are down due to high usage.
3	What features are commonly accessed by employees?	Employees usually access features such as pay slips, leave applications, overtime applications, learning centers, development dialogs, and Assessment completion. And there are also those who ask about loans because the site provides loan information for employees.

Based on the previous problem formulation, the objectives of this study are as follows:

1. Measuring the level of user acceptance of the Xyz Click website.
2. Measuring the effect of Performance Expectancy, Effort Expectancy, Social Influence, Reliability, Tangibles, Customer Service, Assurance, Facilitating Conditions on Intention to Adopt.
3. Make improvements to the Xyz Click User Interface.

2. Literature Review

2.1. Unified Theory of Acceptance and Use of Technology (UTAUT)

Users' ability to adopt an information system is measured by the Unified Theory of Acceptance and Use of Technology (UTAUT). The UTAUT model was created as a hypothesis in 2003 by Venkatesh et al. The various elements that affect a person's acceptance of information technology are described in this model. Venkatesh (2003) put out four key ideas: enabling variables, social influence, performance expectancy, and effort expectancy. The UTAUT research model is displayed in the figure that follows:

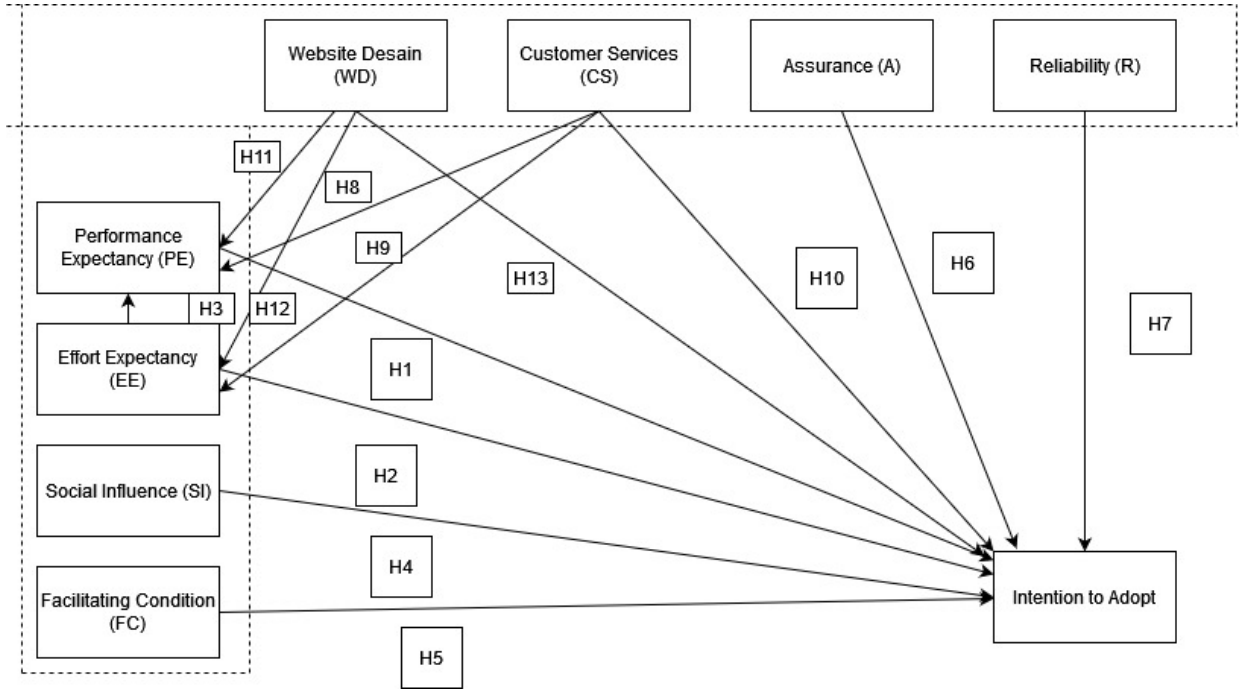

Fig.1: UTAUT Model

The UTAUT technique defines each of the following variables:

a. Performance Expectancy: The degree to which each person expects that utilizing thesystem would enhance their productivity at work.
b. Effort Expectancy: The degree of simplicity involved in utilizing a system.
c. Social Influence: the degree to which someone's use of a system is impacted by others.
d. Facilitating Condition: The degree to which someone thinks the system can be supported by the organizational and technical infrastructure.
e. Web Design: refers to the online catalog's graphical elements, content, and organization.Both content and web design play a significant part in drawing in and keeping visitorsto a website.
f. Customer Service: User service is a profession whose role is to provide services to usersbefore, during, or after the purchase of products or services.
g. Assurance: Assurance is developed as the ability of service providers to provideconfidence to users.
h. Reliability: The company's ability to provide services in accordance with what was promised beforehand accurately and reliably.
i. Intention to Adopt: the degree to which users intend to consistently utilize the system on the presumption that they have access to information.

2.2. Information System

Information systems consist of a number of physical and non-physical systems that are connected and work together to produce useful data that helps people make decisions about specific problems (Buckland, 1991). Information systems consist of a collection of information connected to the operations of an organization or agency that is used for decision making (Denny Vincensius, 2019).

Hardware, user software, and databases are some of the components of information systems that perform important functions (Watson, n.d., 2007):

a) Hardware: includes physical devices.

b) Software: a collection of instructions that enable the hardware to process data.

c) Procedures: Rules used to process data and produce desired results.

d) User: whoever is responsible for developing the information system, processing it, and using its

products.

e) Database: a set of interconnected data stored and manipulated by computer software. Data, users and systems are some examples of databases.

If the information system has the five (5) components above, namely software and hardware, procedures, users, and data base, then the system will run well. Computers and printers are hardware (Lee, 2008). A computer has components that are intended to process data or other things. (Post, 2003). All these components are essential for an information system; if one of them is missing, the information system will not function. Organizations or government sectors can use information systems to improve the performance of public services, enabling services to run more efficiently and effectively.

2.3. XYZ Click

Xyz Click is a special employee website service created by Bank XYZ where the Xyz Click website service is in the form of e-learning and employee information center.

Xyz Click is a web-based platform issued by XYZ Bank as a means that can be accessed by all employees of XYZ Bank NIP to carry out various activities, such as: attendance, leave, development dialogue, schedule training, direct loan applications, etc. The Xyz Click site can be accessed via Chrome, Firefox, Safari, Edge by using the address XYZclick.co.id and then users will be asked to enter their membership identification number and password.

The purpose of launching the Xyz Click website is to facilitate employees in accessing communication information media and various kinds of employee administration activities because the platform provides many features that are integrated with other banking systems.

Through data obtained by means of surveys and distribution of questionnaires for the assessment of the Xyz Click Site, 22 correspondents answered the questionnaire. The following is the data of the correspondents who answered along with the reasons why they stated that the Xyz Click Site did not meet their expectations and was not suitable for use.

Table 2. Correspondent Assessment

No	Reason for ineligibility
1	The interface is very boring
2	It is difficult to access the information in Xyz Click
3	Overall pretty good functionally but less attractive UI
4	The design is too old-fashioned in my opinion
5	It looks confusing
6	The appearance should be improved to make it more enthusiastic to access information on the site
7	The display is a bit complicated for ordinary people
8	Not aesthetically pleasing
9	The interface should be updated soon
10	There should be an update in terms of web design
11	Because in terms of appearance it is very lacking compared to current sites, and a little slow
12	For the layman, it's actually very easy to explore, but the design is boring.
13	The display is less attractive
14	There are still many things that are not understood
15	Because the UI on the site is still lacking and tends to be confusing to access a menu
16	There is a need for updates to the web design and also to the system so that it does not often buffer
17	The system sometimes takes a while to respond

18	The design still seems like an old site from the 2000s
19	The system is sometimes down during working hours
20	There should be an update on the menu display side
21	The interface is still very ambiguous for people who are accessing the web for the first time.
22	The appearance should be simplified.

2.4. Hypothesis Formulation

Based on the research model depicted and explained in Figure 1, a hypothesis can be put forward:

Hypothesis 1: Performance Expectancy has a positive influence on users' intention to adopt the Xyz Click Site.

Hypothesis 2: Effort Expectancy has a positive influence on users' intention to adopt the Xyz Click Site.

Hypothesis 3: Effort Expectancy has a positive influence on users' Performance Expectancy. Hypothesis 4: Social influence has a positive influence on users' intention to adopt the Xyz Click Site.

Hypothesis 5: Facilitating Conditions have a positive influence on users' intention to adopt the Xyz Click Site.

Hypothesis 6: Assurance has a positive influence on users' intention to adopt the Xyz Click Site.

Hypothesis 7: Reliability has a positive influence on users' intention to adopt the Xyz Click Site.

Hypothesis 8: Customer Service has a positive influence on Performance Expectancy. Hypothesis 9: Customer Service has a positive influence on Effort Expectancy.

Hypothesis 10: Customer Service has a positive influence on users' intention to adopt the Xyz Click Site.

Hypothesis 11: Website Design has a positive influence on Performance Expectancy. Hypothesis 12: Website Design has a positive influence on Effort Expectancy.

Hypothesis 13: Website Design has a positive influence on users' intention to adopt the Xyz Click Site

3. Method

3.1. Research Model

Quantitative research, which is based on positivism, is used to study certain populations or samples, use research instruments, and analyze data quantitatively or statistically to test hypotheses that have been made.

3.2. Population and Sample

According to (Sugiyono, 2019), this research population is an unknown population, which is defined as a generalization area consisting of subjects or objects that have been determined by researchers to study and then come to conclusions.

And according to (Sugiyono, 2019), the sample consists of population and individual demographics, including new employees and those nearing retirement. Researchers can use population samples if the population is very large and researchers cannot observe one by one and all aspects of it due to limited funds, energy, or time. Since the population does not know the number of users, a purposive sample is used rather than a nonprobability sample.

Researchers use the purposive sampling method because there are limitations that prevent random sampling. Because this sampling method considers certain criteria to determine the number of samples to be studied, it is hoped that the sample criteria obtained from this method are truly in accordance with the research to be carried out.

Roscoe in Sugiyono (Sugiyono, 2019) suggests a sample size for research. The sampling criteria

are organic employees of XYZ Bank who use the Xyz Click site:

Sample sizes that can be used for research range from thirty to five hundred.

Because the number of population members cannot be known with certainty, the sample measurement is calculated using the Cochran formula (Sugiyono, 2019):

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1{,}96)^2(0{,}5)(0{,}5)}{(0{,}10)^2}$$

$$n = 96{,}04 = 97\ Sample$$

Notes:

n = Sample

z = tolerance error / price in the normal curve for 5% deviation with a value of 1.96

p = 50% chance of being right = 0.5

q = 50% chance of being wrong = 0.5

e = margin of error 10%The sample size that can be used for research ranges from thirty to five hundred.

From the previous results show that the fraction 96.04 is correct (Sugiyono, 2019) states that calculations that produce commas must be rounded to the value above. This study uses the purposive sampling method because the sample consists of 97 people who use the Xyz Click website.

4. Results and Discussion

4.1. Validity Test

In this research, the author created a research sample to carry out validation tests, namely 97 users. Df = N – 2, where N is the number of samples used. in research. So Df = 97 – 2 = 95, we get a value of Df = 95 so the rtable value is 0.202. Following are the results of the validity testing of each variable.

Table 3. Results of instrument validity test analysis with SMART PLS

No	Variable	Statement	Rcount	Rtable	Information
1	Performance Expectancy	PE1	0,881	0,202	Valid
		PE2	0,930	0,202	Valid
		PE3	0,859	0,202	Valid
		PE4	0,847	0,202	Valid
		PE5	0,903	0,202	Valid
2	Effort Expectancy	EE1	0,928	0,202	Valid
		EE2	0,922	0,202	Valid
		EE3	0,838	0,202	Valid
		EE4	0,890	0,202	Valid
		EE5	0,890	0,202	Valid
3.	Social Influence	SI1	0,872	0,202	Valid
		SI2	0,903	0,202	Valid
		SI3	0,875	0,202	Valid

		SI4	0,846	0,202	Valid
		SI5	0,846	0,202	Valid
4.	Facilitating Condition	FC1	0,916	0,202	Valid
		FC2	0,899	0,202	Valid
		FC3	0,818	0,202	Valid
		FC4	0,836	0,202	Valid
		FC5	0,875	0,202	Valid
5.	Web Desain	WD1	0,950	0,202	Valid
		WD2	0,932	0,202	Valid
		WD3	0,907	0,202	Valid
		WD4	0,894	0,202	Valid
		WD5	0,896	0,202	Valid
6	Reliability	R1	0,908	0,202	Valid
		R2	0,874	0,202	Valid
		R3	0,864	0,202	Valid
		R4	0,854	0,202	Valid
		R5	0,919	0,202	Valid
7	Assurance	A1	0,908	0,202	Valid
		A2	0,901	0,202	Valid
		A3	0,870	0,202	Valid
		A4	0,868	0,202	Valid
		A5	0,849	0,202	Valid
8.	Customer Service	CS1	0,851	0,202	Valid
		CS2	0,833	0,202	Valid
		CS3	0,882	0,202	Valid
		CS4	0,885	0,202	Valid
		CS5	0,872	0,202	Valid

According to the findings of the Smart-PLS assessment for every variable, the computed r- value exceeded the crucial r-value of 0.202. Thus, based on the validity tests that have been performed, it can be said that every assertion in the questionnaire is deemed valid.

4.2. Reliability Test

Reliability Test was carried out using Cronbach's Alpha Technique. Cronbach's Alpha Technique is a technique or formula for determining whether research is reliable or not from the answers given by respondents. The indicator for the reliability test is that the Cronbach- Alpha value is > 0.6, indicating that the instrument used is reliable.

Table 4. Reliability Test Results

No	Variable	Cronbac's Alpha	Information
1	*Performance Expectancy*	0,930	Reliable
2	*Effort Expectancy*	0,937	Reliable
3	*Social Influence*	0,918	Reliable
4	*Facilitating Condition*	0,919	Reliable
5	*Web Desain*	0,952	Reliable
6	*Reliability*	0,930	Reliable

7	*Customer Services*	0,916	Reliable
8	*Assurance*	0,926	Reliable

The Smart-PLS output results show that the Cronbach's Alpha value is higher than the limit of 0.60. Based on this, it can be concluded that all question constructs or statements that represent the dimensions of these three variables can be considered to have a good level of reliability.

4.3. Hypothesis testing

The Smart PLS tool was used to quantify research hypothesis testing through abootstrapping process. once bootstrapping has been accomplished. The author set a significance level of 5% throughout the hypothesis testing phase, resulting in a t-value standardof >1.65 (one tail). The following table and image display the output results of the T-statistics, indicating the relevance of the variables.

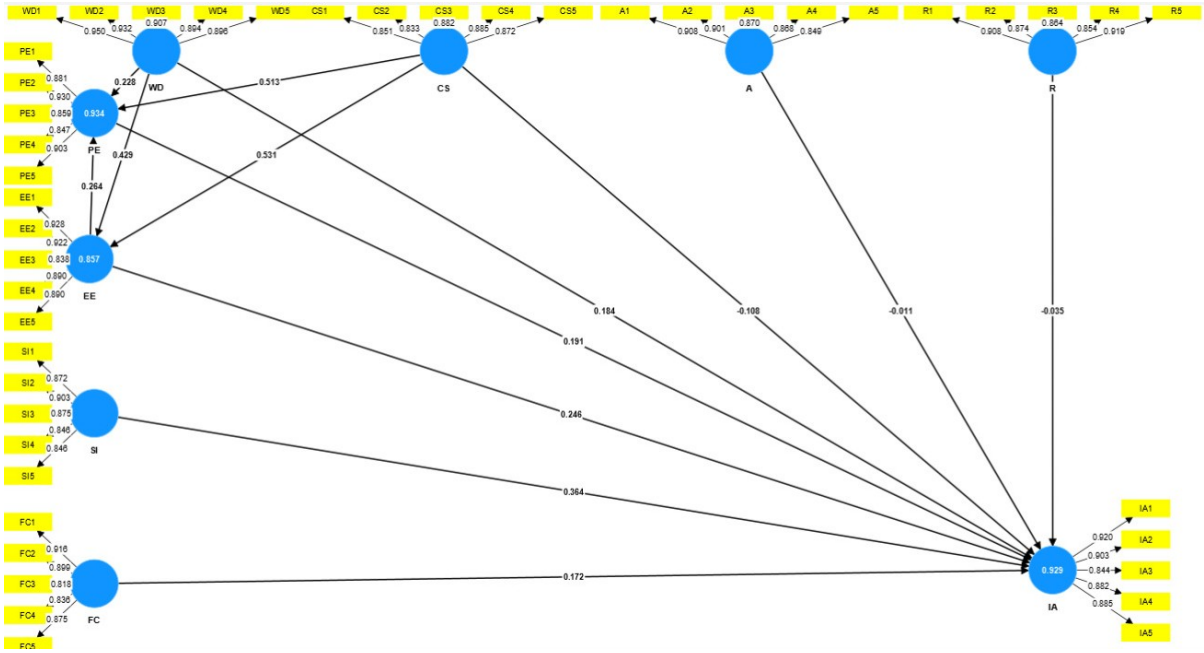

Fig.2: Hypothesis Testing

Based on the results of significance measurements in Smart PLS, it can be seen which hypotheses meet the specified significance value requirements. A hypothesis that meets the significance value will be accepted. Conversely, if it does not meet the significance value then the hypothesis is rejected.

Table 5. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEV|)	P Values
A against IA	-0.011	0.000	0.098	0.115	0.909
CS against EE	0.531	0.528	0.143	3.717	0.000
CS against IA	-0.108	-0.081	0.123	0.885	0.376

CS against PE	0.513	0.512	0.066	7.712	0.000
EE against IA	0.246	0.242	0.124	1.986	0.047
EE against PE	0.264	0.267	0.080	3.285	0.001
FC against IA	0.172	0.171	0.141	1.219	0.223
PE against IA	0.191	0.170	0.131	1.457	0.145
R against IA	-0.035	-0.035	0.122	0.290	0.772
SI against IA	0.364	0.359	0.102	3.586	0.000
WD against EE	0.429	0.432	0.137	3.141	0.002
WD against IA	0.184	0.177	0.087	2.108	0.035
WD against PE	0.228	0.225	0.079	2.886	0.004

Table 5 shows the results of hypothesis testing using bootstrapping. Of the 16 hypotheses, there are several negative relationships, namely the relationship between A to IA, CS to IA, and R to IA. This is indicated by the Negative Original Sample numbers, which are -0.011, -0.108, and -0.035. Hair et al (2017) explain that the original sample shows the sign of the direction of the relationship between variables in the entire research sample. As for the significance, this study uses a one-tail hypothesis so that the significance figure is seen from the t-statistic value above 1.65 for a significance of 0.05.

Table 6. Recapitulation of hypothesis test results

Hypothesis	Path coefficients	T-Statistics	Information
A Against IA (6)	-0.011	0.115	Hypothesis rejected
CS against EE (9)	0.531	3.717	Hypothesis accepted
CS against IA(10)	-0.108	0.885	Hypothesis rejected
CS against PE (8)	0.513	7.712	Hypothesis accepted
EE against IA (2)	0.246	1.986	Hypothesis accepted
EE against PE (3)	0.264	3.285	Hypothesis accepted
FC against IA (5)	0.172	1.219	Hypothesis rejected
PE against IA (1)	0.191	1.457	Hypothesis rejected
R against IA (7)	-0.035	0.290	Hypothesis rejected

SI against IA (4)	0.364	3.586	Hypothesis accepted
WD against EE (12)	0.429	3.141	Hypothesis accepted
WD against IA (13)	0.184	2.108	Hypothesis accepted
WD against PE (11)	0.3228	2.886	Hypothesis accepted

4.4. Discussion

The Influence of Performance Expectancy on Intention to Adopt.

The analysis of the Performance Expectancy variable's findings shows that the Performance Expectancy variable has no discernible effect on the Intention to Adopt variable. The test findings yielded a performance expectancy original sample value of 0.191. The t-statistic score of 1.457 indicates significance, indicating that it is less than the t-table (1.65). Additionally, the research P value of 0.145 is greater than the predefined cutoff point, which is (<0.05). The findings of this study differ from those of Venkatesh et al. (2003)'s earlier investigation. According to this study, the Performance Expectancy variable has a favorable impact. Perhaps because technical advancement was so different from what we are experiencing now when researchers conducted their studies, where technology was advancing so rapidly that companies competed by presenting company sites with an appearance that attracted users so they could use their sites.

The Influence of Effort Expectancy on Intention to Adopt.

The results of the Effort Expectancy variable analysis show that the Effort Expectancy variable has no discernible effect on the Intention to Adopt variable. The initial sample value of 0.264 indicates the direction of the relationship. The t-statistic number of 1.986 indicates significance, indicating that it is less than the t-table (1.65). Additionally, the research P value of 0.047 is higher than the predefined cutoff point, which is (<0.05). The findings of this study support the results of Putra's (2019) research, finding a real relationship between effort expectations and interest in utilizing technology. Users' feelings of ease and convenience are used to measure this attribute, as well as how complicated the system is when operating. This can occur as a result of complicated system features, which make it difficult for users to understand and use.

The Effect of Effort Expectancy on Performance Expectancy.

The examination of the Effort Expectancy variable's results reveals that, for users of the Xyz Click Site, the Effort Expectancy variable significantly influences the Performance Expectancy variable. The initial sample value of 0.264 indicates the relationship's direction. The t-statistic number of 3,285, which is higher than the t-table of 1.65, indicates significance. Additionally, the research P value of 0.001 is higher than the predefined cutoff point, which is (<0.05).

The Effect of Social Influence on Intention to Adopt.

The Social Influence variable has a considerable impact on the Intention to Adopt variable of Xyz Click Site visitors, according to the examination of the Social Influence variable. The initial sample value of 0.364 reveals the relationship's direction. The t-statistic number of 3,586, which is higher than the t-table (1.65), indicates significance. Additionally, the research P value of 0.000 satisfies the predefined thresholds of (<0.05). The findings of this study are consistent with those of (Sabarkhah, 2018). Social variables, which indicate that social elements have a substantial impact on interest in utilizing a technology, are measured based on the user's perception of the influence that other people can have and the impression that they leave behind if they use a system.

The Influence of Facilitating Conditions on Intention to Adopt.

The examination of the Facilitating Condition variable's results indicates that, for users of the Xyz Click Site, the Facilitating Condition variable has no discernible effect on the Intention to Adopt variable. The initial sample value of 0.172 indicates the direction of the association. The t-statistic number of 1.219, which is less than the t-table (1.65), indicates significance. Additionally, the research P value of 0.223 is greater than the predefined cutoff point, which is (<0.05). The findings of this study are consistent with those of (Sabarkhah, 2018). The user's condition, including their knowledge, resources, help, and facilities, is used to measure the facilitating condition. This outcome is probably the result of someone thinking that having technological items will make using a system easier. The user is equipped with the tools needed to operate it, such as a smartphone.

The Effect of Assurance on Intention to Adopt.

The examination of the Assurance variable's results indicates that, for users of the Xyz Click Site, the Assurance variable has no discernible impact on the Intention to Adopt variable. The first sample value of -0.011 indicates the relationship's direction. The t-statistic result of 0.115 indicates significance, indicating that it is less than the t-table (1.65). Additionally, the research P value of 0.909 is higher than the predefined cutoff point, which is (<0.05). The conclusion drawn from this data is that consumers' Assurance of Xyz Click Site does not always correlate with an increase in their Intention to Adopt. The findings of this study differ from those of earlier research by (Tandijaya, 2018). According to this study, Assurance and Intention to Adopt have a substantial link. Perhaps because technology was developing at a different pace during the time when researchers were conducting their studies than it is now, when businesses were competing to draw visitors to their websites by designing visually appealing websites.

The Influence of Reliability on Intention to Adopt.

The Reliability variable has no discernible effect on users of the Xyz Click Site's Intention to Adopt variable, according to the examination of the variable. The initial sample value of -0.035 indicates the relationship's direction. The t-statistic number of 0.290, which is less than the t- table (1.65), indicates significance. Additionally, the research P value of 0.772 is higher than the predefined cutoff point, which is (<0.05). The conclusion drawn from this data is that customers' growing intention to adopt does not always correlate with their level of reliability on the Xyz Click Site. The findings of this study differ from those of earlier research by (Tandijaya, 2018). According to this study, there is a strong correlation between adoption intention and reliability. Perhaps because technology was developing at a different pace during the time when researchers were conducting their studies than it is now, when businesses were competing to draw visitors to their websites by designing visually appealing websites.

The Influence of Customer Service on Performance Expectancy.

An analysis of the Customer Service variable indicates that it has a significant effect on the Performance Expectancy variable for users of the Xyz Click Site. The initial sample value of
0.513 indicates the relationship's direction. The t-statistic number of 7.712, which is higher than the t-table (1.65), indicates significance. Additionally, the research P value of 0.000 satisfies the predefined criteria, specifically (<0.05). This data suggests that consumers of the Xyz Click Site will have higher performance expectations the more satisfied they are with the site's customer service.

The Influence of Customer Service on Effort Expectancy.

According to the examination of the Customer Service variable, consumers of the Xyz Click Site's Effort Expectancy variable is significantly impacted by the Customer Service variable. The initial sample value of 0.531 indicates the relationship's direction. The t-statistic number of 3,717, which is higher than the t-table (1.65), indicates significance. Additionally, the research P value of 0.000 is higher than the predefined cutoff, which is (<0.05). The conclusion drawn from this data is that users' increasing levels of Customer Service on the Xyz Click Site do not always correspond with an increase in their Effort Expectancy.

The Influence of Customer Service on Intention to Adopt.
According to the examination of the Customer Service variable, users of the Xyz Click Site's Intention to Adopt variable is significantly impacted by the Customer Service variable. The first sample value of -0.108 indicates the relationship's direction. The t-statistic number of 0,885, which is less than the t-table (1.65), indicates significance. Additionally, the research P value of 0.376 is higher than the predefined cutoff point, which is (<0.05). The conclusion drawn from this data is that a rise in the intention to adopt users of the Xyz Click Site does not always correlate with improved customer service.

The Influence of Web Design on Performance Expectancy.
The web design variable significantly affects the performance expectancy variable, according to the analysis's findings. An initial sample value of 0.228 for performance expectancy was obtained from the test data. The t-statistic number of 2,886, which is higher than the t-table (1.65), indicates significance. Additionally, the research P value of 0.004 is higher than the predefined cutoff, which is (<0.05). based on studies by Markus & Keil (1994), who contend that well-designed websites would enhance predicted performance even more when people utilize the system.

The Influence of Web Design on Effort Expectancy.
The analysis of the web design variable's results indicates that the site design variable has a considerable impact on the effort expectancy variable. An initial sample value of 0.429 for performance expectancy was obtained from the test data. The t-statistic number of 3.141, which is higher than the t-table (1.65), indicates significance. Additionally, the research P value of0.002 satisfies the predefined thresholds of (<0.05). based on studies by Turban et al. (2002), who contend that sophisticated web design will raise users' expectations for increased comfort.

The Influence of Web Design on Intention to Adopt
The web design variable significantly influences the intention to adopt, according to the examination of the web design variable's results. An initial sample value of 0.184 for performance expectancy was obtained from the test data. The t-statistic of 2,106, which is higher than the t-table of 1.65, indicates significance. Additionally, the research P value of 0.035 is higher than the predefined cutoff point, which is (<0.05). based on studies by Turban et al. (2002), who contend that users will be better satisfied with attractive web design. Than and Grandons (2002) discovered that for corporate websites and online shopping, high-quality web design is essential. Lee & Benbasat (2003) discovered that the most important element in e-commerce is visually appealing web design. The findings of this study do not align with those of earlier research carried out in Malaysia by Saoula et al. (2023), which looked at the connections between web design, customer service, trust, and reliability on Malaysian online shopping platforms. According to this study, factors related to website design have an adverse effect. Perhaps because technology was developing at a different pace during the time when researchers were conducting their studies than it is now, when businesses were competing to draw visitors to their websites by designing visually appealing websites.

5. Conclusion

Based on the discussion and discussion that has been discussed in the previous chapter, we come to a conclusion, which will be discussed below:

1. The findings of this research show that there are many user complaints related to the use of the Xyz Click website, including: The appearance is less friendly, the features are still very confusing to users, the design is too old, the appearance is confusing, it is difficult to access existing information, and also the lack of customer care for how to use this Xyz Click Site. So from user complaints, the authors get additional variables from the UTAUT model, namely Web Design, Customer Service, Assurance, and Reliability.
2. From the calculations that the author calculated, the following answers were obtained: Web

Design has a significant effect on Effort Expectancy, Performance Expectancy, and Intention to Adopt. The results of this study are the same as those obtained from the initial survey that Web Design is very influential on the feasibility and user assessment of the Xyz Click site. And also the Customer Service variable affects the Effort Expectancy variable and the Performance Expectancy variable because if Customer Service can be improved, it will be followed by the growth of user convenience in using and accessing the Xyz Click site and will also improve the performance of Xyz Click site users.

It is hoped that the results of this study will provide information related to factors that greatly influence the acceptance of using the Xyz Click site, so that it can help in making decisions about using the site. However, this research has limitations. The limitation is that researchers only created a prototype (user interface design for the Xyz Click site).

The following recommendations can be made as a result of this research:

1. Web design quality has a dominant influence on performance expectancy, effort expectancy, and intention to adopt. Therefore, in creating a site, you should pay more attention and focus on the quality of web design.
2. The future researcher's agenda that needs to be done to perfect this research is to adjust to the latest technology or systems.

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