

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

Based on the results of the research that has been conducted regarding the acceptance of YouTube as a learning media for learning English, it can be concluded that of the 8 hypotheses proposed, 5 hypotheses are accepted and 3 hypotheses are rejected. The 5 accepted hypotheses are H1, H2, H3, H4, and H5. While the rejected hypotheses are H6, H7, and H8. The 5 accepted hypotheses are based on a p-value smaller than 0.05 and a t-test greater than 1.96. Meanwhile, the 3 hypotheses that are not accepted are based on a p-value greater than 0.05 and a t-test smaller than 1.96. The 5 determinants in the UTAUT model that have a significant influence on YouTube usage based on the hypothesis above are as follows

- 1) Performance expectancy have a significant influence on behavioral intention to accept YouTube as a learning medium for learning English.
- 2) Effort expectancy have a significant influence on behavioral intentions towards accepting YouTube as a learning medium for learning English.
- 3) Social influence have a significant influence on behavioral intentions towards accepting YouTube as a learning media for learning English.
- 4) Facilitating conditions have a significant influence on use behavior towards accepting YouTube as a learning media for learning English.
- 5) Behavioral intentions have a significant influence on use behavior towards accepting YouTube as a learning medium for learning English

The 3 factors from the UTAUT model that do not have a significant effect on YouTube usage are:

- 1) Gender does not moderate the effect of performance expectancy on behavioral intention on the acceptance of YouTube as a learning medium for learning English.
- 2) Gender does not moderate the effect of effort expectancy on behavioral intention on the acceptance of YouTube as a learning medium for learning English.
- 3) Gender does not moderate the effect of social influence on behavioral intentions on the acceptance of YouTube as a learning media for learning English.

In summary, the factors in the UTAUT model used in this study successfully influenced the acceptance of YouTube for learning English among students of the English education study program at Jambi University. While in its acceptance, there is gender equality where gender does not affect individuals in the acceptance of YouTube.

## **5.2 Suggestion**

According to the research conducted by the researchers, there are several suggestions and recommendations for further research in the same field.

First, researcher recommend expanding the study population beyond English language education students at Jambi University by including English students from other universities or students from different study programs at Jambi University in order to obtain a wider and more diverse range of results.

Secondly, the researcher propose including additional moderator variables such as age, experience, and voluntariness of use in future research in order to obtain more accurate data analysis results.

Lastly, the researcher suggest conducting future research by directly distributing questionnaires instead of using online methods. This would enable researcher to explain the questions in person, ensuring that respondents have a better understanding of the questions and reducing any potential misconceptions or misunderstandings. Overall, these recommendations aim to enhance the quality and scope of future research in the field.