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Factors Influencing the Intention of the Deaf to Use Hear Me Application

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Abstract: *The barriers in communication are currently being experienced by The Deaf because there are no supporting facilities to help The Deaf communicate with The Hearing. Indonesian sign language translator application is currently developing in Indonesia to overcome those problems, namely Hear Me. It provides a voice to sign language features and sign language to voice. This application aims to help The Deaf and The Hearing become easy to communicate in real-time communication also to decrease the communication barriers. Understanding the needs and preferences of potential customers is needed in running a business, so the products offered are right on target according to the needs of users. Thus this research was carried out aimed to identify the factors that influence the intention of The Deaf to use Hear Me application, second to define The Deaf preferences towards Hear Me application, third to propose a recommendation for Hear Me Company in building the application to meet The Deaf's need. Researchers use the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model to find out factors influencing the intention of The Deaf to use Hear Me Application. This research uses quantitative methods by distributing online questionnaires to 182 Deaf respondents. The data analysis method used in the research is Multiple Linear Regression to find out the relationship between independent variables and dependent variables. The results show that Habit and Social Influence significantly influence the Behavioral Intention to use Hear Me application. The result of the study can be used as a guidance in running Hear Me company by considering the two main elements of Habit and Social Influence for business implication. So it is expected that more of The Deaf will use Hear Me application as their priority communication tools for communicating with The Hearing.*

Keywords: The Deaf, Sign Language Translator Application, Behavioral Intention to Use Technology, UTAUT2, Habit, Social Influence

1. Introduction

1.1 Background

According to the World Health Organization in 2015, there are 5% of the globe's total population which are 360 million suffering deafness and hearing loss (Alnfiai & Sampali, 2017). While in Indonesia the number of deafness reached 16 million people (Eryani et al., 2017). Most of The Deaf are still facing inequality in the social environment and still having difficulties in various aspects of life. The Deaf often experiences discrimination because they cannot hear, moreover, most of them cannot speak too. Based on their disability, they usually have difficulties in communicating with The Hearing. This is partially due to insufficient basic knowledge of The Hearing about how to communicate with The Deaf. Meanwhile, The

Deaf have their own way of communicating using sign language. It is often called communication with body language, which incorporates hands, arms and body gestures that also convey facial expressions to express their thoughts (Goldmann & Mallory, 1992).

Some of The Deaf have various ways of overcoming communication barriers. The majority of The Deaf used sign language to communicate, so they need sign language translators to help him communicate with The Hearing who cannot use sign language. As time goes by, along with technological advances, many of The Deaf are using technology to eliminate communication barriers. Some use communication tools such as written notes, drawing, or using their smartphones to help them communicate with The Hearing (Alnfiai & Sampali, 2017).

The existence of communication application technology can help overcome communication barriers both for The Deaf and The Hearing (Nathan, et al., 2016). Many of The Deaf are using speech recognition application to help them communicate with The Hearing, especially when the Hearing is talking. The speech recognition technology can turn voices into text by recording the sound of The Hearing. The Deaf used this technology most commonly when in a classroom, job interviews, and work fields (Glasser, et al., 2017).

A study shows that real-time translation of conversation applications from speech to text or speech to sign language can help The Deaf and The Hearing communicate with each other more easily. By providing a clear sign language video of the demonstrator helps The Deaf to recognize hand movements and facial expressions in the voice to sign language feature (Alnfiai & Sampali, 2017). The sign language to voice or text feature is also needed to interpret sign languages that are not understood by The Hearing (Nathan, et al., 2016). Many of The Deaf prefer to use sign language as their native language while expressing their faces rather than using written language. If these features are combined in one mobile application, it will be more effective and have the same access on the smartphone device (Alnfiai & Sampali, 2017).

Sign language translator application is currently developing in Indonesia, namely Hear Me, which focuses on Indonesian Sign Language (BISINDO) that provides a voice to sign language features and vice versa. Until now, Hear Me is developing the voice to sign language feature, which is still in the prototype stage and still doing product research for sign language to voice features. To proceed to the next level of large-scale development, company need to do market research in advance to determine the factors that influence the intention of The Deaf to use Hear Me application. The purpose of doing market research is to make the products in line with the needs and interests of The Deaf as the primary target user. Understanding the preferences of potential customers is needed in running a business, so the products offered are right on target according to the needs of users. The results of this market research will be used as a guideline in making the Hear Me application, so it is expected that Hear Me application can facilitate communication between The Deaf and The Hearing to overcome communication barriers.

1.2 Research Objectives

The objectives of this research are:

1. To identify the factors that influence the intention of The Deaf to use Hear Me application.
2. To define The Deaf preferences towards Hear Me application.
3. To propose a recommendation for Hear Me Company in building the application to meet The Deaf's need.

2. Literature Review

2.1 Definition of Deafness

Deaf with a little “d” is characterized as a person with little or no hearing capability, a condition which is often called hearing impairment or hearing loss. Deafness refers to the status of being deaf, which means being unable to hear (Mwanyuma, 2016). In the medical view, the term of deaf is considered as an inability to understand spoken language even with hearing aids (Möbus, 2010). Deaf with the big “D” is a person who uses sign language as the first language to communicate (Middleton, et al., 2010).

2.2 Definition of Sign Language

Sign language is the language used by Deaf that has different words in each country, such as American Sign Language, British, French, Spanish, Indonesian, Austrian and other sign languages. It is a natural language with a variety of grammar and vocabulary. The elements used in sign language are the form, direction, position, and motion of one or both hands, including facial expressions, posture, and gestures of the body and head are part of sign language. Sign language is different from the spoken language, and it is not linear, it uses visual and three-dimensional forms (Möbus, 2010).

2.3 Indonesian Sign Language Method

In Indonesia, Deaf has two methods of sign languages used in daily speech. The first is "Sistem Isyarat Bahasa Indonesia" or better known as SIBI and the second is "Bahasa Isyarat Indonesia" or better known as BISINDO.

2.3.1 Sistem Isyarat Bahasa Indonesia (SIBI)

SIBI is a sign language that was created by Anton Widyatmoko, a former headmaster of the Semarang SLB School called Widya Bakti. SIBI has a sign language dictionary published by the Indonesian government, which has been distributed in Indonesia since 2001 through SLB schools for the deaf. Schools and teachers use SIBI as a learning material language for deaf students. The Deaf does not entirely use and accept SIBI for daily language, because they still frequently find it challenging to use it. This is caused by the vocabulary used is not following The Deaf's desires, consciousness, and culture, the language used is too formal with Indonesian word grammar (Gumelar, et al., 2018).

2.3.2 Bahasa Isyarat Indonesia (BISINDO)

Many of The Deaf found it challenging to use SIBI and turned to BISINDO. It is a natural sign language originating in Indonesian Deaf culture that can be easily used in the association of common Deaf signs. BISINDO is a sign language as well as regional languages, and each region has its unique character. The Deaf is more accessible to understand BISINDO due to its fast and practicality, although it does not obey the Indonesian language rules as used by SIBI. BISINDO was championed by the "Gerakan Untuk Kesejahteraan Tunarungu" or better known by GERKATIN the Indonesian Deaf organization. BISINDO is considered to be more reflective and present the Indonesian Deaf culture (Gumelar, et al., 2018).

2.4 Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

Venkatesh et al. (2003) developed the Unified Theory of Acceptance and Use of Technology (UTAUT) to predict consumer acceptance of information technology, one of which is mobile technology (Park, et al., 2007). The UTAUT model is considered to be the broadest theory of IT adoption (Sun, et al., 2011). This model can describe the variance of usage by up to 70%, while other models can represent 17% and 53% (Venkatesh, et al., 2003). UTAUT was initially designed for helping organizations to understand user intentions in using new

technology, while UTAT2 was specifically designed to analyse the continuity of intention at the consumer level. According to the UTAUT2, it can be found that the key factors which determine user adoption are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit which explain through UTAUT2 (Venkatesh, et al., 2012).

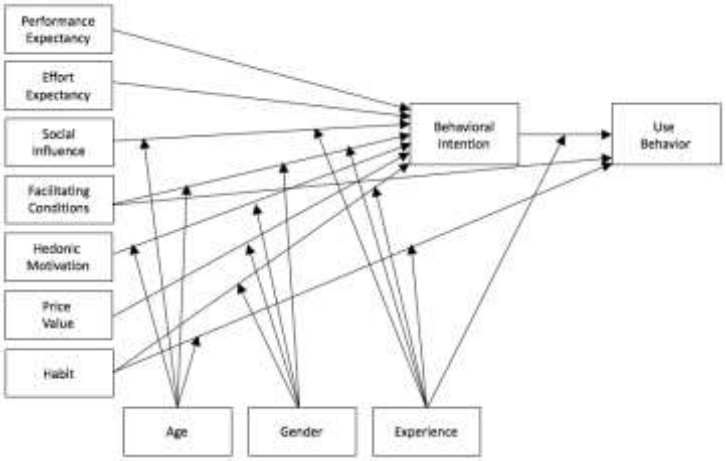

Figure 1: UTAUT2 Model
Sources: Venkatesh et al., 2012

2.4.1 Performance Expectancy

Performance Expectancy is defined as the extent to which a person believes that using technology can improve the productivity and performance of a job or other activity. Performance Expectancy is built from several concepts, namely perceived usefulness, motivation, job suitability, benefits, and also the expectations of using the technology (Venkatesh et al., 2003).

2.4.2 Effort Expectancy

Effort expectancy is defined as the level of ease in using technology. Effort expectancy is made based on several concepts of perceived ease of use which is described as the extent to which a person believes in using the technology does not require much effort, the second is the complexity described as the level of difficulty and complexity in using technology, the third is the ease of use described as ease of using a technology (Venkatesh et al., 2003).

2.4.3 Social Influence

Social influence is a variable that is defined to what extent other people influence individuals to use technology. One of the social influences consists of the concept of regular subjective, it is the majority of important relatives of an individual who are necessary can influence to use or not use the technology (Venkatesh et al., 2003).

2.4.4 Facilitating Conditions

Facilitating conditions described as someone believes that the resources and knowledge to use technology must be available. Facilitating conditions consist of several concepts, namely control of suggested behavior, existing facilities which describe the availability of technology, and compatibility of a technology that will be used (Venkatesh et al., 2003).

2.4.5 Hedonic Motivation

Hedonic motivation has an essential role in predicting user intentions in using technology. Hedonic motivation is described as the motivation of users to use the latest technology considered more effective and efficient (Venkatesh et al., 2012).

2.4.6 Price Value

Price and cost are described as a concept that is integrated with the quality value of a product. The variable is described as the extent to which the variable influences the consumer's intention to use technology because the cost factor must be commensurate with the perceived benefits. The value of a cost will be positive if the benefits of using a technology outweigh the costs incurred (Venkatesh et al., 2012).

2.4.7 Habit

Habit is a variable that is described as the level of someone to use technology naturally and automatically in their lives. Habits itself consists of three concepts, namely past behavior, reflex behavior, and also from experience (Venkatesh et al., 2012).

2.4.8 Behavioral Intention

Behavioral intention is adopted from Theory of Reasoned Action (TRA), which is described as the level of someone's intention to perform a behavior. This variable has a significant impact on the use of a technology used by someone (Hennington & Janz, 2007).

2.5 Conceptual Framework

Researchers create the framework by adapting the UTAUT2 model. Therefore, based on the conceptual framework below, researchers will analyse the factors that influence the intention of The Deaf to use the Hear Me application. The conceptual framework of the research was shown in Figure 2.

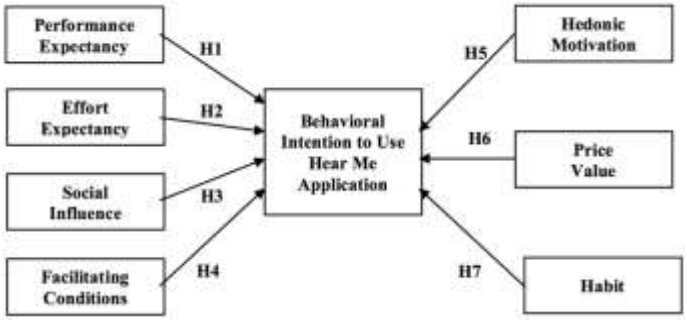

Figure 2: Conceptual Framework

The researcher decided to eliminate Use Behaviour variables from UTAUT2 because the researchers only examined the behavioral intention of The Deaf in using the Hear Me application since the application that was made was not yet published. So the researcher cannot identify the variables of Use Behavior because the application was not yet used by The Deaf. The researcher also did not use moderating variables (age, gender, and experience) as in the UTAUT2 model because from several studies the moderating variable proved to have no significant effect on the relationship between independent variables and dependent variable (Mentaya, et al., 2015).

3. Methodology

3.1 Research Approach

The researcher uses a quantitative approach using a single method that will be conducted using surveys by distributing online questionnaires. The quantitative approach is used to determine The Deaf's intention to use the Hear Me application.

3.2 Population, Sample Size, and Sampling Technique

The population of this research consists of The Deaf, which is incorporated in the Gerkatin Deaf organization throughout Indonesia with a membership of 6,000,000 people. The sample size referred to Hair et al. (2006) using a minimum of 150 respondents for the sample, while the researcher used 182 Deaf respondents. The researcher uses a non-probability sampling technique, which includes convenience sampling. The sample is chosen based on their relative ease of access who have an interest in using the Hear Me application.

3.3 Research Measurement and Questionnaire Design

The researcher uses a measurement of the Likert scale of five points, provided in the questionnaire's scale of 1 to 5. Scale one shows strongly disagree, while five shows strongly agree. The scale represents The Deaf's preference for the provided questions. The research questionnaire consisted of several parts. There are Deaf personal characteristics and experiences also all constructs in the conceptual framework that consisted of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, and Behavioral Intention.

4. Results and Discussion

4.1 Experience of Discrimination

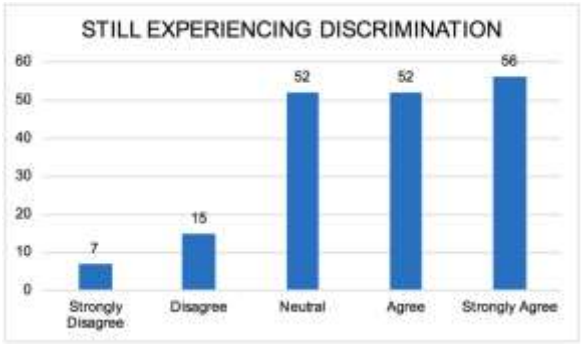

Figure 3: The Opinion of Respondents about Experiencing Discrimination

Based on Figure 3, dominant respondents as much as 108 people still experience discrimination because of their deafness. This proves that equality of rights has not been achieved in Indonesia, because there are still those who experience discrimination, especially people with disabilities. Although there are 22 respondents who think that they no longer experienced discrimination. While 52 respondents were stated neutral, it indicates that they were undecided, but based on data dominant respondent were still experience discrimination. It can be mean that the respondent chooses to stay away from people in order to avoid discrimination.

4.2 Indonesian Sign Language Method

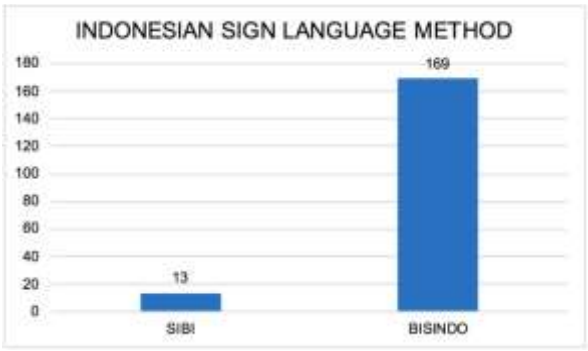

Figure 4: The Indonesian Sign Languages Method Used by Respondents

The Sign Language Method in Indonesia is divided into two, namely the Sistem Isyarat Bahasa Indonesia (SIBI) and Bahasa Isyarat Indonesia (BISINDO). Figure 4. shows that 169 respondents out of 182 used BISINDO to communicate, because BISINDO was easier to understand and it fits with natural cues and in accordance with the Deaf culture. Based on research conducted by Gumelar et al. (2018) says that BISINDO as a Deaf culture is considered as a pride in the recognition of the rights, identity and culture of the Deaf. Whereas the use of SIBI has been popular in SLB schools as a language of instruction in learning materials for Deaf students. However, the use of SIBI is not fully used and accepted by The Deaf because the application of vocabulary is not in accordance with the aspirations and conscience of The Deaf, so many of them choose to use BISINDO instead of SIBI.

4.3 The Difficulty in Communication

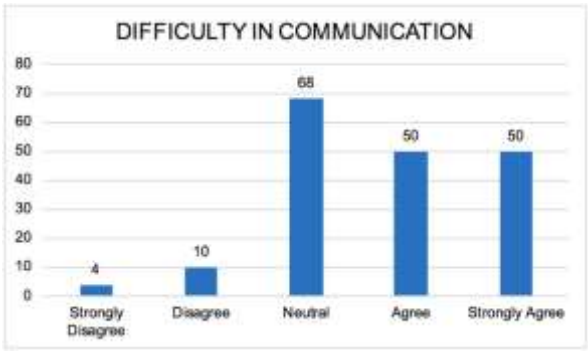

Figure 5: The Deaf's Difficulty in Communicating with The Hearing

Based on Figure 5, about The Deaf's difficulty in communicating with The Hearing, the dominant respondent as many as 100 respondents stated that they still had difficulty in communicating with The Hearing. Difficulties in communicating occur due to differences in ways of communicating, while the majority of The Hearing cannot use sign language which creates barriers to communicate. While there are some of the respondents as many as 14 people who argue that they have no difficulty in communicating with The Hearing. Besides as many as 68 respondents answered neutral, it indicates that they were undecided, but based on the results of data analysis, respondents tend to answer that they still have difficulty in communicating. People who choose to answer neutral show confusion between they have difficulties or not. It might be that they prefer to avoid communicating with The Hearing because they know that the majority of The Hearing cannot use sign language. So the intensity to communicate with The Hearing is low and they cannot make a decision whether they feel difficulties or not.

4.4 Communication Needs at Work

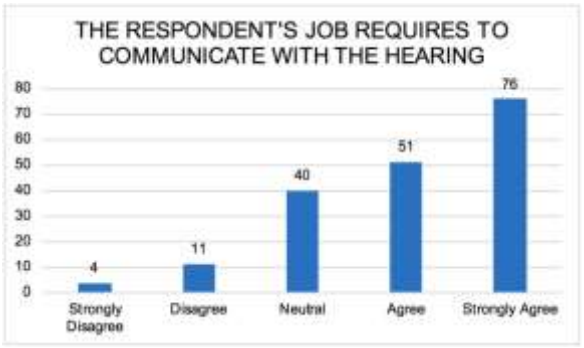

Figure 6: The Opinion of Respondents that Their Job Requires Communication with The Hearing

Based on Figure 6, shows that dominant respondent as many as 127 people stated that their job requires to communicate with The Hearing. While there were 15 respondents stated that their job did not require communication with The Hearing. The remaining 40 people answered neutral, it means that they cannot decide whether their work requires high or low intensity of communication with The Hearing.

4.5 The use of 3D Animation on Hear Me Application

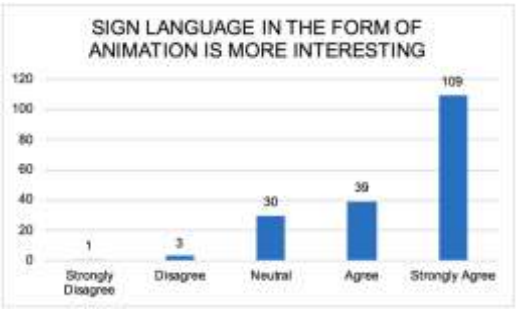

Figure 7: The Sign Language Displayed using Animation is More Interesting

Based on Figure 7, shows that dominant respondents as much as 148 people agreed that the sign language displayed in the form of 3D animation is very interesting. The Deaf needs an application on their mobile phone that can attract their attention, one of the criteria is animation, it is one of the important things for The Deaf. The existence of a text is also very important to combine with the animation video that can make The Deaf enjoy and understand the learning process in using the application (Nathan, et al., 2017).

4.6 The Deaf Preferences towards the Price of Premium Features

Figure 8: The Respondent Willingness to Pay the Premium Features

Premium Features on the Hear Me application for voice to sign language features provide a complex and complete sign language vocabulary without advertisement. Researchers conducted a survey about willingness to pay of respondents to subscribe the premium features each month. Based on Figure 8. shows that dominant respondents choose to subscribe the premium features with costs incurred in the amount of IDR10,000 - IDR20,000 per month.

4.7 Classical Assumption Test

4.7.1 Normality Test

Table 1: Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	182
Asymp. Sig. (2-tailed)	.184

According to Table 1. it could be seen that the researcher used Kolmogorov-Smirnov to test the normality of the data. It turns out that the significance value from the row of Asymp. Sig (2 tailed) is 0.184, which was higher than 0.05, so the data is normally distributed and passed the normality test.

4.7.2 Multicollinearity Test

Table 2: Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Performance Expectancy	.293	3.415
	Effort Expectancy	.405	2.469
	Social Influence	.497	2.012
	Facilitating Conditions	.381	2.622
	Hedonic Motivation	.349	2.868
	Price Value	.676	1.480
	Habit	.481	2.079

Dependent Variable: Behavioral Intention

Multicollinearity tests can be analysed from the value of the tolerance and VIF from each independent variable. According to Table 2. the value of tolerance from all independent variables including Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit are higher than 0.1 and the value of VIF is less than 10. It indicates that there is no multicollinearity or intercorrelation between independent variables, so the regression model passed the multicollinearity test.

4.7.3 Heteroscedasticity Test

Table 3: Heteroscedasticity Test Results

Model		Sig.
1	(Constant)	.000
	Performance Expectancy	.211

	Effort Expectancy	.624
	Social Influence	.213
	Facilitating Conditions	.455
	Hedonic Motivation	.161
	Price Value	.480
	Habit	.965

Dependent Variable: RES2

The researcher used the Glejser method to fulfill the heteroscedasticity test by regressing the independent variables with its absolute residual value. According to Table 3. the significance value of all independent variables are higher than 0.05, so it indicates that there is no heteroscedasticity and the data is categorized as homoscedasticity. It shows that there were no symptoms of variance in residual variance of all observations in the regression model. Thus the regression model passed the heteroscedasticity test.

4.7.4 Linearity Test

Table 4: Linearity Test Results

	Sig.
Linearity	.000

Linearity test aims to see whether in the regression model there is a linear relationship between independent variables and dependent variables. If the value of Sig. from linearity <0.05, then it indicates that there is a linear relationship between independent variables and the dependent variable (Ghozali, 2011). Based on Table 4, the linearity value is 0.000 which lower than 0.05. Thus, the regression model has a linear relationship between independent variables and dependent variables.

4.8 Multiple Linear Regression Analysis

4.8.1 T-Test

Table 5: T-Test Results

		B	t	Sig.
1	(Constant)	-.036	-.179	.858
	Performance Expectancy	.129	1.585	.115
	Effort Expectancy	-.028	-.375	.708
	Social Influence	.139	2.570	.011
	Facilitating Conditions	.120	1.657	.099
	Hedonic Motivation	.010	.129	.898
	Price Value	.019	.458	.647
	Habit	.567	10.394	.000

Dependent Variable: Behavioral Intention

T-test aims to determine the influence of independent variables on the dependent variable individually or partially. The terms of influence are seen from the significance value < 0.05 and T-value > T-table (Ghozali, 2011). According to Table 5. the independent variables that have a value of significance < 0.05 are Social Influence (SI) with the score of 0.011 and Habit (HT) with the score of 0.000. Also the T-value of Social Influence and Habit respectively are 2.570 and 10.394, the T-value of the two independent variables are higher than the T-table (1.97369). It indicates Social Influence and Habit partially influences Behavioral Intention to use Hear Me application. Whereas Performance Expectancy, Effort

Expectancy, Facilitating Conditions, Hedonic Motivation, and Price Value partially do not significantly influence Behavioral Intention. According to the beta scores in the table above, shows that the greater the beta scores, the greater the influences on Behavioral Intention. The biggest beta value is Habit with a score of 0.567 followed by Social Influence with a score of 0.139. The regression equation was shown below:

$$BI = 0.036 + 0.567HT + 0.139SI$$

BI : Behavioral Intention to Use Hear Me Application
HT : Habit
SI : Social Influence

According to the regression equation above, it shows that the constant value is 0.036, it means when the independent variables have 0 value, then the Behavioral Intention's value is 0.036. With the addition of 1 percent of the Habit variable (HT), the Behavioral Intention (BI) will increase by 0.576, and with the addition of 1 percent of the Social Influence (SI) variable, the Behavioral Intention (BI) will increase by 0.139. Habit and Social Influence have the positive value. This means that Habit and Social Influence have a positive relationship toward the dependent variable.

4.8.2 F-Test

Table 6: F-Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.245	7	9.035	65.855	.000[b]
	Residual	23.872	174	.137		
	Total	87.117	181			

F-test aims to find out whether the independent variables simultaneously affect the dependent variable. The condition for the simultaneous effect of independent variables on the dependent variable is seen from the F-value > F-table and the significance value should be less than 0.05 (Ghozali, 2011). The score of F-table is 2.06, and the score of F-value is 65.855. It indicates that the independent variables (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit) simultaneously influence the dependent variable (Behavioral Intention), because the F-value (65.855) > F-table (2.06) and the significance value (0.000) is less than 0.05. It means that by using all independent variables of the adaptation of the UTAUT2 model, it can influence the Behavioral Intention to use Hear Me application simultaneously.

4.8.3 Coefficient Correlation (R) and Coefficient of Determinant (R^2)

Table 7: Coefficient Correlation and Coefficient of Determinant Results

Model Summary		
Model	R	Adjusted R Square
1	.852	.715

According to Table 7, it can be seen that the value of the coefficient correlation (R) is 0.852. It shows a very strong relationship between independent variables and dependent variables, because it is in the range of 0.80-1.00 (Sugiyono, 2007). The value of the determinant coefficient can be seen from the score of adjusted R-square which the value is 0.715, it means that the effect of independent variables (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habits) towards the

dependent variable (Behavioral Intention) can be explained as much as 71.5%. While the remaining 28.5% is explained by other variables that are not found in this study.

4.8.4 Hypothesis Testing

Table 5.10: The Supported Hypothesis

Code	Hypostasis	Result	Conclusion
H3	Social Influence significantly influences the Behavioral Intention to use Hear Me application.	Significant	Supported
H7	Habit significantly influences the Behavioral Intention to use Hear Me application.	Significant	Supported

Based on the results of the analysis of the T-test, it can be concluded that of the seven independent variables only two variables significantly influence the Behavioral Intention to use the Hear Me application, which are Habit and Social Influence.

5. Conclusion and Recommendation

5.1 Conclusion

1. By adapting the UTAUT2 model to identify factors that influence the intention of the Deaf to use Hear Me application. With the use of independent variables; Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit show that the influence of independent variables on Behavioral Intention to use Hear Me application can be explained by 71.5%. Based on the results of data analysis, from the seven independent variables, there are two variables that significantly influence the Behavioral Intention of the Deaf to use Hear Me application, which are Habit (HT) and Social Influence (SI).
2. Habit of The Deaf is to use sign language to communicate in their daily lives. With the existence of Hear Me, The Deaf will automatically and naturally use the sign language translator application to communicate with The Hearing. New habits will arise with the use of communication technology adaptations that facilitate communication with the Hearing in an effective and practical way. And certainly not eliminate their old habits by still implementing sign language (BISINDO) in the use of applications, because sign language is their communication tool.
3. The social environment greatly influences the mindset of The Deaf. Family, friends, and community are important roles in forming a strong mental foundation to direct the mindset for the better. The social environment can influence their decision to use the Hear Me application in the future which is able to solve the problem of barriers in communicating with The Hearing.
4. The majority of respondents used BISINDO as a sign language method because it is in accordance with Deaf culture. This shows their preferences and needs in using BISINDO to communicate. But BISINDO in various regions in Indonesia differ according to their respective cultures. The Deaf tends to choose to use the Hear Me application if the BISINDO provided in the application is in harmony with the language they use in each region, and BISINDO cannot be generalized. Dominant respondents stated that the gestures of sign language in the Hear Me application would be more interesting if it was displayed in the form of 3D animation which had been developed by the Hear Me company. The respondents are willing to subscribe

the premium features at a price of IDR10,000 - IDR20,000 per month, with more complex vocabulary advantages and no advertisement provided.

5.2 Business Implication

1. Hear Me must adjust to the conditions of Deaf people who use BISINDO, so the sign language method used in the Hear Me application should be focused on BISINDO because it is in accordance with Deaf culture. Understanding past behavior and reflex behavior of Deaf are also needed to know their daily habits and needs, so that Hear Me can present applications that suit their daily needs.
2. The company must develop a marketing strategy especially aimed at the Deaf community as potential customers, because the strength relationship of the community greatly influences the Deaf to adapt the new things. A cooperative relationship between Hear Me and the Deaf community is also needed so that the products made can suit their needs. Creating various programs and collaboration with companies and organizations that employ The Deaf is also needed, so more of The Deaf will be positively affected to use the Hear Me application, because their social environment supports and facilitates applications for their communication needs.
3. Another business implication from each segment of Performance Expectancy, Effort Expectancy, Facilitating Conditions, Hedonic Motivation, and Price Value also needed to develop Hear Me application.

5.3 Recommendation for Further Research

1. After the Hear Me application has been published and has been used by several Deaf users, it is necessary to do further research to find out what factors influence their behavioral intention in using the Hear Me application. The framework that researchers are currently using is adapted from the UTAUT2 model where only Habit and Social Influence have significantly effect on Behavioral Intention to use Hear Me application. Other variables that have no effect toward behavioral intention might be because the market has never tried the Hear Me application before, so they do not yet have a knowledge of Hear Me. So that further research needs to be done after launching the Hear Me application, to see changes in factors that affect Behavioral Intention to use the Hear Me application.
2. Other variables can be added to find out other factors that might influence The Deaf in using the Hear Me application.
3. For further research it is also necessary to carry out a qualitative method by conducting interviews to dig deeper into information from the special population (Deaf) to find out the different perspectives of various respondents.
4. It is necessary to provide access to the explanation of the questionnaire in the form of sign language, not just written text, because some respondents complained of difficulties in understanding the long sentences and they will be more understanding if it is presented using sign language.

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