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Analysis of Zoom Meeting User Behavior Using Technology Acceptance Model Approach

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Keywords

Technology Acceptance Model, Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Behavioural Intention, Actual Use.

ABSTRACT

This study aims to determine the level of acceptance of respondents to the Zoom Meeting application in daily use during the pandemic with the Technology Acceptance Model (TAM) approach and to determine the behavior of users of the application related to perceived usefulness, perceived ease of use, attitude toward using, and behavioral intention. Respondents in this study were taken by random sampling technique. This research is a quantitative descriptive study, the data analysis tool in this study uses Smart PLS 3.0 Software and uses the Structural Equation Model (SEM) model. The results of this study are the level of acceptance of using the Zoom Meeting application for daily needs is influenced by the ease of accessing the application and the perceived benefits of use. In addition, it was found that there was a significant effect between the PU variables on ATU, PEU on ATU, PU on BI, ATU on BI, and there was an indirect effect between the PU variables on BI through ATU as an intervening variable. However, the ATU variable cannot mediate the relationship between PEU and BI.

INTRODUCTION

The survey, entitled "Unveiling the Tech Revolution: How Technology Reshapes the Future of Work", was conducted online through the Populix application. As many as 77 per cent of people in Indonesia use Zoom. In comparison, Google Workspace is 54 per cent, According to a Populix survey in April 2023, in an official statement received Monday, June 19, 2023. Microsoft Teams (30 per cent) and Skype (24 per cent). The survey involved 1,014 male and female Muslim respondents aged 17-55 in Indonesia. At the corporate level, Zoom and Google Workspace are also popular services, with 68 and 49 per cent, respectively. Followed by Microsoft Teams (31 percent), and Google Products (19 percent).

However, as many as 45 per cent of respondents, according to the survey, also use artificial intelligence-based services to support work, such as ChatGPT (52 per cent) and Copy.ai (29 per cent). The service is widely used by people because there are tools for work (75 per cent), many templates for other work (53 per cent), and help to find ideas (44 per cent). Digital services from Zoom, as an application to support online meetings, are the favourite platform preferred by digital service users in Indonesia, following Google Workspace. Offices, institutions, and campuses also require these platforms to be used (26 per cent).

Several supporting applications are needed to support the implementation of all activities so that activities can run even though they are not directly face-to-face. Many platforms can be used to organise schools from home, work from home, and seminars or conferences, including the Zoom Meeting application (Purwandani & Syamsiah, 2020; Wang et al., 2020; Yashmi et al., 2020; Zhao et al., 2018).

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Zoom has a 57.24% share of the worldwide video conferencing software market as we head into 2024. The highest Zoom app downloads were recorded in the APAC region in 2020, as most official jobs went online. In addition, people in this region prefer Zoom over other video conferencing software.

Zoom Meeting is an application made by Eric Yuan, which has been released since January 2013. This application has many advantages, including the fact that it can conduct meetings for up to 100 participants (Layla, 2020). In early 2020, the Zoom Meeting application became the number one video-conferencing application widely used in Indonesia during this pandemic (Evandio, 2020).

The data gleaned from the survey underscores the pressing need to comprehend the rapid evolution of technology and its profound implications for the future of work. With Zoom emerging as the frontrunner in video conferencing software and a significant uptake of AI-based services like ChatGPT and Copy.ai, there's a palpable urgency to grasp user behavior and preferences in adopting these technologies (Azhari & Usman, 2021). The surge in Zoom's popularity, particularly in the APAC region during the pandemic-induced shift to remote work, accentuates the criticality of understanding and adapting to changing technological landscapes. The swift adoption of Zoom Meeting application highlights the importance of aligning with user needs, as evidenced by the TAM model, emphasizing the necessity for ongoing research to navigate and harness the transformative potential of digital tools effectively (Nathania et al., 2021; Purwanto & Tannady, 2020; Rahayu et al., 2017; Revythi & Tselios, 2019; Sianadewi et al., 2018).

Muntianah, Astuti, & Azizah (2012) in their research stated that perceived usefulness has a significant effect on behavioural intention, which means that the greater the user's confidence in the usefulness of technology, the more interest in learning to use it. The study also proves that behavioural intention has a significant effect on actual use, where the higher the interest or desire of technology users can encourage users to carry out a behaviour, in line with the results of research by Sudaryati, Agustia, & Syahputra (2017) which states that behavioural interest in using technology has a significant effect on actual use.

In a study conducted by Aditya & Wardhana (2016), which also uses the TAM approach to LINE instant messaging users in Indonesia, it is stated that perceived usefulness and perceived ease of use have a significant effect on behavioural intention in LINE instant messaging users in Indonesia with the conclusion that users feel the application is very useful, easy to operate or use, as well as user intentions to continue using the application continuously. However, in contrast to the research results by Tahar, Riyadh, Sofyani, & Purnomo (2020), which prove that perceived usefulness does not affect behavioural intention to use E-Filling users. However, the study produced another finding: information technology readiness as an intervening variable cannot mediate the influence of perceived usefulness, convenience, or security on the intention to use E-Filing. In addition, (Muchran & Ahmar, 2019) also prove that there is an insignificant relationship between perceived usefulness and intention to use.

Finally, research conducted by Andriani, Setyanto, & Nasiri (2020) on evaluating the acceptance rate of the online KRS system using the Technology Acceptance Model (TAM) model and examining user acceptance based on variables in the model states that the acceptance of using the KRS system is influenced by perceived ease of use factors, where the easier the system is operated, the better the acceptance rate of the system, then the perceived usefulness factor and student attitude in using the online KRS system (attitude toward using) also have a significant effect. In contrast to the results of research from Muliati (2019), perceived usefulness has an insignificant relationship with attitude toward using Enterprise Resource Planning (ERP) System Technology because it is proven that several features in the ERP system are still considered less useful.

Given the variations in previous studies' findings, researchers are interested in exploring the behavior of Zoom Meeting application users using the TAM approach. This investigation aims to ascertain respondents' acceptance of the Zoom Meeting application in daily use, focusing on perceived

usefulness, perceived ease of use, attitude toward using, and behavioral intention. This endeavor seeks to contribute novel insights into user perceptions and intentions concerning the Zoom Meeting application.

METHODS

This research methodology aims to gauge respondents' receptivity towards integrating the Zoom Meeting application into their daily routines amidst the pandemic, employing the Technology Acceptance Model (TAM). It aims to evaluate users' conduct concerning perceived usefulness, perceived ease of use, attitude towards usage, and behavioral intention. Participants were chosen through random sampling techniques. The study adopts a descriptive and quantitative approach, employing Smart PLS 3.0 software for data analysis, utilizing the Structural Equation Model (SEM) (Sugiono et al., 2020; Sugiyono, 2017). Results indicate that the acceptance level of the Zoom Meeting application for daily use is influenced by its accessibility and perceived advantages. Moreover, significant associations were observed between perceived usefulness and attitude towards usage, perceived ease of use and attitude towards usage, perceived usefulness and behavioral intention (Sugiono et al., 2020), and attitude towards usage and behavioral intention. An indirect impact of perceived usefulness on behavioral intention is mediated by attitude towards usage. However, attitude towards usage does not mediate between perceived ease of use and behavioral intention. Thus, this research offers insights into the acceptance and user behaviour regarding the Zoom Meeting application utilizing the TAM approach, laying the groundwork for its future development and enhancement.

RESULTS

The effect of Perceived Usefulness (PU) on Attitude Toward Using (ATU) in Zoom Meeting application users

Perceived Usefulness (PU) is a perception of the extent to which someone believes that using a technology will improve their work performance because of the perceived benefits (Bangkara & Mimba, 2016), while Attitude Toward Using (ATU) is the user's attitude towards the system or technology used, in the form of a positive attitude to continue using or vice versa a negative attitude (Indarsin & Ali, 2017). Just like someone using the Zoom Meeting application, then feel facilitated by their work so that it is more efficient and improves their performance. The user will tend to be positive in using the Zoom Meeting application repeatedly because one factor influencing usage behaviour is the perception of usefulness. Previous research stated that there is a significant relationship between Perceived Usefulness (PU) and Attitude Toward Using (ATU), where the more useful users perceive a system or technology, the more it affects user attitudes (Andriani et al., 2020; Isaac et al., 2018; Sudaryati et al., 2017; Weng et al., 2018).

H1: Perceived Usefulness (PU) has a positive and significant effect on Attitude Toward Using (ATU) in Zoom Meeting application users

The effect of Perceived Ease of Use (PEU) on Attitude Toward Using (ATU) in Zoom Meeting application users

User perception of ease of use is the user's belief that the system or technology he uses makes it easier for him to do work (Indarsin & Ali, 2017). On the other hand, attitude toward using technology is a person's positive or negative attitude (Purwandani & Syamsiah, 2020). If users find it easy to operate the Zoom Meeting application in their daily work, there will be a positive attitude towards the application. So it can be said that there is a significant relationship between Perceived Ease of Use (PEU) and Attitude Toward Using (ATU), as has been conducted by several researchers following Azhari & Usman (2021); Isaac et al. (2018); Pattiwael, (2021); Sudaryati et al., (2017); Weng et al., (2018).

H2: Perceived Ease of Use (PEU) has a positive and significant effect on

Attitude Toward Using (ATU) in Zoom Meeting application users The effect of Perceived

Usefulness (PU) on Behavioral Intention (BI) in Zoom Meeting application users

Users of the Zoom Meeting application who feel the benefits of the application to help their work will form behavioural interests by continuously using it or even recommending it to others as a form of behavioural intention to use. In line with research from Azhari & Usman (2021), Chen & Aklikokou (2020), Mutahar, et al. (2018), Isaac & Abdulsalam (2018), Pattiwael (2021), Purwandani & Syamsiah (2020) stated that perceived usefulness (PU) has a significant relationship with behavioural intention.

H3: Perceived Usefulness (PU) has a positive and significant effect on

Behavioral Intention (BI) Zoom Meeting application users the influence of Perceived Ease of Use (PEU) on Behavioral Intention (BI) in Zoom Meeting Application Users

Users of the Zoom Meeting application who find it easy to use the Zoom Meeting application in their daily lives will generate behavioural interest by continuously using it or even recommending it to others as a form of behavioural intention to use. In line with research from Chen & Aklikokou (2020); Harryanto et al. (2019); Mutahar et al. (2018), who stated that perceived ease of use (PEU) has a significant relationship with behavioural intention. However, in contrast to the results of research from Azhari & Usman (2021), which state that perceived ease of use does not affect behavioral intention because respondents in the study felt less facilitated in using the technology tested.

H4: Perceived Ease of Use (PEU) has a positive and significant effect on

Behavioral Intention (BI) in Zoom Meeting application users The effect of Attitude Toward Using (ATU) on Behavioral Intention (BI) in Zoom Meeting application users

Attitude toward using has a significant relationship with behavioral intention in line with the results of research from Azhari & Usman (2021), Muliati (2019), Pattiwael (2021), Purwandani & Syamsiah (2020); Weng et al., (2018) where the positive attitude of users towards the system or technology used; in this case is the use of the Zoom Meeting application, it can generate behavioral interest in the form of repeated use or recommend it to others. However, it is different from the results of research from Sudaryati et al. (2017), which states that there is no influence between attitude toward using behavioural intention because, according to him, what influences behavioural interest is subjective norms.

H5: Attitude Toward Using (ATU) has a positive and significant effect on

Test Indicators

Indicator test or other names are outer model tests are analyzes carried out to ensure that the measurement model used is suitable for measurement because it is valid and reliable. The indicator test has three measurement criteria: convergent validity, discriminant validity, and composite reliability. The measurement model for the indicator test can be seen in figure 1. next

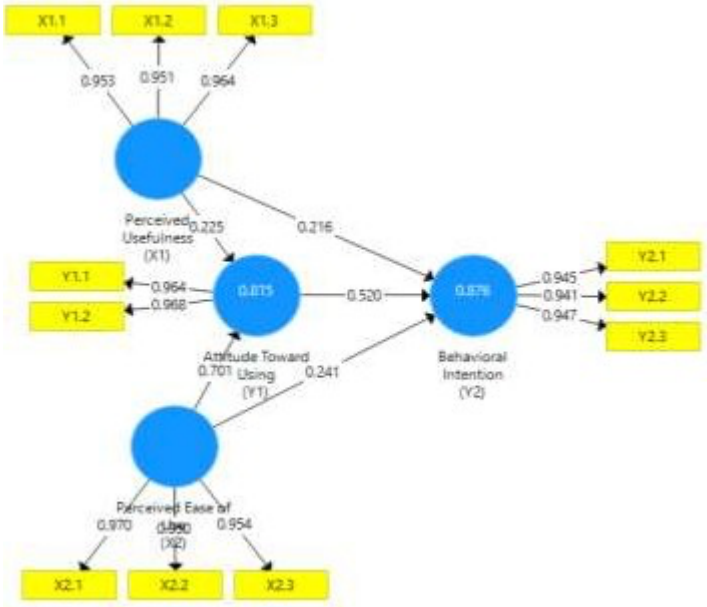

Figure 1. Hypothesis Test Output Model

Convergent Validity

Variable indicators are considered valid if they have a correlation value above 0.70 so that if there are indicators that have values below 0.70 they must be discarded (Sudarsono et al., 2022). The results of the convergent validity test in this study are as follows:

Table 1. Convergent Validity Test Results

Indicators	Perceived Usefulness (X1)	Perceived Ease of Use (X2)	Attitude Toward Using (Y1)	Behavioural Intention (Y2)	Status
X1.1	0.953				Valid
X1.2	0.951				Valid
X1.3	0.964				Valid
X2.1		0.970			Valid
X2.2		0.950			Valid
X2.3		0.954			Valid
Y1.1			0.964		Valid
Y1.2			0.968		Valid
Y2.1				0.945	Valid
Y2.2				0.941	Valid
Y2.3				0.947	Valid

Source: Attached SmartPLS output

Based on the results of the convergent validity test in table 1. Above, it can be seen that all indicators of independent and bound variables in this study have a correlation value above 0.70 so that they are declared valid and there is no need for indicators to be discarded or deleted.

Discriminant Validity

In contrast to convergent validity, in this discriminant validity test, research variable indicators are considered valid if they have a construct correlation value with measurement items greater than other correlation values (Wiyono, 2020). The results of the discriminant validity test in this study are presented in table 2. Next.

Table 2. Discriminant Validity Test Results

Indicators	Perceived Usefulness (X1)	Perceived Ease of Use (X2)	Attitude toward (Y1)	Behavioural Intention (Y2)	Status
X1.1	0.953	0.849	0.796	0.842	Valid
X1.2	0.951	0.760	0.770	0.785	Valid
X1.3	0.964	0.855	0.811	0.823	Valid
X2.1	0.844	0.970	0.865	0.885	Valid
X2.2	0.831	0.950	0.895	0.844	Valid
X2.3	0.796	0.954	0.812	0.836	Valid
Y1.1	0.777	0.863	0.964	0.849	Valid
Y1.2	0.823	0.867	0.968	0.918	Valid
Y2.1	0.835	0.857	0.937	0.945	Valid
Y2.2	0.806	0.850	0.811	0.941	Valid
Y2.3	0.779	0.822	0.839	0.947	Valid

Source: Attached SmartPLS output

Based on the results of the discriminant validity test in table above, it can be seen that all variable indicators in this study have a construct correlation value with measurement items greater than other correlation values so that they are declared valid and there is no need for indicators to be discarded or deleted.

After conducting validity tests (convergent and discriminant validity), it can be concluded that the four variables are declared valid because they have a correlation value above 0.70 and the correlation value of the construct to the measurement item is greater than other correlation values. So that it can be continued for composite reliability tests. These results are summarized in table 3. next:

Table 3. Indicator Validity Test Summary

Variable	Convergent Validity	Discriminant Validity	Invalid Indicator
Perceived	Valid	Valid	-
Perceived Ease	Valid	Valid	-
Attitude Toward	Valid	Valid	-
Behavioural	Valid	Valid	-

Composite Reliability

A valid research variable can be said to be reliable if it has a composite reliability value above 0.70 (Sudarsono et al., 2022) which is seen from the loading factor of data processing output. The results of the composite reliability test can be seen in table 4. below:

Table 4. Construct Reliability Test Results

Variable	Loading Factor
Perceived Usefulness (X1)	0.969
Perceived Ease of Use (X2)	0.971
Attitude Toward Using (Y1)	0.965
Behavioural Intention (Y2)	0.961

Source: Attached SmartPLS output

From the presentation of the data in the table above, it can be concluded that all variables in this study are declared reliable because they have a composite reliability value above 0.70.

Test Model Fit

The fit model test was carried out by looking at the estimated output results of SmartPLS and comparing it with SRMR, NFI, Chi-square, and RMS Theta criteria. The following are the results of the fit model test presented in table 5.

Table 5. Fit Model Test Results

Fit Summary	*Cut Off*	Estimation Model	Explanation
SRMR	Smaller than 0.10	0.038	*Good Fit*
NFI	Close to 1.0	0.855	*Good Fit*
Chi-square	χ2Statistics < χ2 Table df=499; Sig=0.05 → χ2=552.074	244,503 < 552,074	*Good Fit*
RMS Theta	< 0.12	0.285	*Unfit*

Source: Attached SmartPLS output

Based on table 5. above, the SRMR value of 0.038 < 0.10 means that the indicator covariance residue is smaller than the cut-off value so that this goodness of fit measure can be used to avoid model specification errors. The NFI value of 0.855 is close to the cut-off value of 1.0, so it can be said that the design of this research model is getting a better fit. Furthermore, the Chi-square value of 244.503 < 552.074 means that the number of manifest variables in the PLS path model and the number of independent variables in the covariance matrix model are sufficient. Finally, the RMS Theta values are 0.285 > 0.12 so it is said that the residue from the outer model is less correlated.

Test the hypothesis

Hypothesis is carried out to find out whether the hypothesis that has been formulated is accepted or rejected. The independent variable is expressed to have a significant relationship with the dependent variable if it has a significant value below 0.05 and the t value is calculated > t table (Ghozali, 2012). The results of the hypothesis test of this research variable are presented in table 6. next:

Table 6. Hypothesis Test Results

Hypothesis	Relationship Direction	Parameter Coefficient (Original Sample)	T Statistics	P Value	Status
H1 Perceived Usefulness Affects Attitude Toward Using	Positive	0.225	2.107	0.036	Accepted
H2 Perceived Ease of Use Affects Attitude Toward Using	Positive	0.701	6.478	0.000	Accepted
H3 Perceived Usefulness affects Behavioral Intention	Positive	0.216	2.503	0.013	Accepted
H4 Perceived Ease of Use affects Behavioral Intention	Positive	0.241	1.798	0.073	Accepted
H5 Attitude Toward Using affects B ehavioral Intention	Positive	0.520	4.579	0.000	Accepted

The outcomes of the hypothesis test provided in Table 7 reveal noteworthy discoveries that can be drawn. Initially, Perceived Usefulness exerts a positive and statistically significant impact on Attitude Toward Using among IKPIA Perbanas students utilizing the Zoom Meeting application. This assertion supports the Path Coefficient results detailed in table 4.14, where the P-value of 0.036 < 0.05 and the calculated t value of 2.107 > t table 1.9842 signify the acceptance of Ha and rejection of H0.

Secondly, Perceived Ease of Use similarly demonstrates a positive and significant direct influence on Attitude Toward Using among IKPIA Perbanas students employing the Zoom Meeting application, as indicated in table 7 with P Value values of 0.000 < 0.05 and calculated t values of 6.478 > 1.9842, leading to the acceptance of Ha and the rejection of H0.

Thirdly, Perceived Usefulness also directly and significantly impacts Behavioral Intention in IKPIA Perbanas students who utilize the Zoom Meeting application. This is evidenced by P-value values of 0.013 < 0.05 and calculated t values of 2.503 > t table 1.9842, thereby confirming the acceptance of Ha and the rejection of H0.

However, regarding Perceived Ease of Use, no direct influence on Behavioral Intention among IKPIA Perbanas students using the Zoom Meeting application was observed. This is elucidated in the hypothesis test results, showing a calculated t value of 1.798 < t table of 1.9842 and a P-Value value of 0.073 > 0.05, leading to the acceptance of H0 while Ha is rejected.

Finally, Attitude Toward Using is shown to positively and significantly affect Behavioral Intention among IKPIA Perbanas students using the Zoom Meeting application. This is evidenced in Table 7 with P Value values of 0.000 < 0.05 and a t count of 4.579 > t table 1.9842, confirming the acceptance of Ha and the rejection of H0.

Path Analysis

Path analysis, an extension of multiple linear regression, examines causal relationships between variables established by theory. It evaluates the direct and indirect effects of variables associated with the independent variable by scrutinizing coefficient magnitudes. Additionally, it explores whether a mediating variable facilitates the influence of the independent variable on the dependent one. The results are typically presented in a Specific Indirect Effects table, where a p-value below 0.05 indicates an indirect influence from X to Y via the mediating variable, Z.

Table 7. Test Results Based on Specific Indirect Effect

	Original Sample (O)	T Statistics	P Value
Perceived Usefulness (X1) → Attitude Toward Using (Y1) → Behavioral Intention (Y2)	0.117	1.683	0.093
Perceived Ease of Use (X2) → Attitude Toward Using (Y1) → Behavioral Intention (Y2)	0.365	4.359	0.000

Source: Attached SmartPLS output

Based on the results of the specific indirect effect test in table 8, it is concluded that Attitude Toward Using does not mediate Perceived Usefulness to Behavioral Intention using the Zoom Meeting application, as evidenced by the P Value value of 0.093 > 0.05 and the calculated t value of 1.683 < t table 1.9842, so that Ha is rejected and H0 is accepted. However, Attitude Toward Using mediates the Perceived Ease of Use against the Behavioral Intention of using the Zoom Meeting application, with a P Value value of 0.000 < 0.05 and a calculated t value of 4.359 > t table 1.9842, so that Ha is accepted with its mediation effect.

CONCLUSION

This research investigates the impact of Perceived Usefulness (PU) and Perceived Ease of Use (PEU) on Attitude Toward Using (ATU) and subsequent Behavioral Intention (BI) among users of the Zoom Meeting application. The results indicate significant positive effects of both PU and PEU on ATU, consequently influencing BI. However, a direct relationship between PEU and BI was not observed.

Path analysis reveals ATU as a mediator between PEU and BI, while no such mediation is observed between PU and BI through ATU. These findings underscore the significance of users' perceptions regarding the benefits and ease of use of the Zoom Meeting app in shaping their attitudes and intentions toward its usage. Nevertheless, it is important to acknowledge potential limitations of this study, such as the sample size or demographic homogeneity, which could affect the generalizability of the findings. Future research could address these limitations by employing larger and more diverse samples or by considering additional variables that may influence users' attitudes and intentions toward technology adoption. By doing so, we can enhance the robustness and applicability of findings, thus providing more comprehensive insights for the development and marketing strategies of Zoom Meeting and similar technologies.

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