

**PERCEIVED EASE OF USE, PERCEIVED USEFULNESS AND  
SATISFACTION TO MAXIMIZE BEHAVIORAL INTENTION WITH THE  
TECHNOLOGY ACCEPTANCE MODEL IN GENERATION Y AND Z  
CONSUMERS**

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**DOI: <https://doi.org/10.21107/pamator.v18i1.29461>**

Manuscript received March 07<sup>th</sup> 2025, Revised March 15<sup>th</sup> 2025, Published March 31<sup>st</sup> 2025

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***Abstract***

Video conferencing services have become an essential part of modern digital life, especially in the world of remote work. Video conferencing platforms allow people to stay connected and collaborate effectively. This study aims to identify the impact of perceived usefulness and ease of use and verify the impact of satisfaction and attitude in maximizing behavioral intentions. This study adds satisfaction variables as a novelty to this study and uses the Technology Acceptance Model as the main theory. The method in this study uses a quantitative approach with a purposive sampling technique that produces 203 samples. This study uses SEM analysis with the help of Amos Graphic software as a data processing tool. This study found that the perception of trust has a significant positive effect on perceived ease. This study also proves that perceived ease has a significant positive effect on perceived usefulness and attitude. Perceived usefulness has a significant positive effect on satisfaction and a significant negative effect on attitude. Behavioral intentions in this study are significantly positively influenced by attitudes but not by satisfaction. This research can also help companies and managers in the video conferencing services industry. Companies or managers can understand the factors that influence perceived usefulness, perceived ease of use, and satisfaction in developing marketing strategies. Discussion of several variables that influence consumer behavioral intentions on video conferencing services. Behavioral intentions are not only influenced by satisfaction and attitude toward use, but there are still other factors that can encourage consumers' behavioral intentions to continue using services on an ongoing basis.

**Keywords:** Perceived Trust; Perceived Ease of Use; Perceived Usefulness; Satisfaction; Attitude; Behavioural Intention

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## INTRODUCTION

User security is a major focus when conducting virtual communication, as it involves sensitive personal data. Consumers who have a high level of trust will have greater behavioral intentions to use the service, if consumers consider the service reliable<sup>1</sup>. Today's technology-driven digital age presents threats such as eavesdropping and data leaks that raise concerns and reduce users' sense of security. Grand View Research states that the global video conferencing market size is expected to reach USD 19.73 billion by 2030. Eavesdropping occurs when hackers access the conference or if encryption is not done properly<sup>2</sup>. Video conferencing services have become an essential part of modern digital life, especially in the world of remote work. People who find video conferencing useful are likely to use video conferencing tools when forced to work from home, especially to conduct meetings and coordinate with others<sup>3</sup>. Zoom and Microsoft Teams are video conferencing services that have been very useful since the pandemic. Zoom has been named the world's most popular virtual calling or meeting platform and is ranked No. 1 in 44 out of 118 countries. Countries that named Zoom as the app of choice include Japan, the United Kingdom, the United States, Canada, New Zealand, Russia, and South Korea. Zoom in the United States holds a 59.9% share of the online market<sup>4</sup>. Video conferencing services have become a vital element in the technological era that supports people's activities. It is important for video conferencing service companies to focus on improving the user experience of the app to make it easier for users to navigate and use<sup>5</sup>. A common challenge faced in video conferencing is software or technical issues, which was recognized by 58% of professionals in a global survey. The European Union's digital strategy includes initiatives to support the growth of digital communication tools including video conferencing, with a focus on improving connectivity and digital skills across member states<sup>6</sup>.

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<sup>1</sup> Endy Gunanto Marsasi and Sarah Barqiah, 'They The Role of Gender, Age, And Educational Groups in Utilitarian Motivation for Sharia Products', *Indonesian Journal of Business and Entrepreneurship*, 9.1 (2023), 104–17 <<https://doi.org/10.17358/ijbe.9.1.104>>.

<sup>2</sup> 'Security Risks of Video Conferencing', *RealTime*, 2023 <<https://www.realtyme.com/blog/is-video-conferencing-secure-consider-the-risks>> [accessed 6 March 2025].

<sup>3</sup> Benjamin J. Li and others, 'From Frequency to Fatigue: Exploring the Influence of Videoconference Use on Videoconference Fatigue in Singapore', *Computers in Human Behavior Reports*, 7.May (2022), 3-8 <<https://doi.org/10.1016/j.chbr.2022.100214>>.

<sup>4</sup> N.F Mendoza, 'Zoom Zips Ahead of Google Meet, Microsoft Teams and Skype in One Ranking | TechRepublic', *TechRepublic*, 2021 <<https://www.techrepublic.com/article/zoom-zips-ahead-of-google-meet-microsoft-teams-and-skype-in-one-ranking/>> [accessed 6 March 2025].

<sup>5</sup> Nkosivile Welcome Madinga and others, 'The New Normal: The Adoption of Food Delivery Apps', *European Journal of Management Studies*, 28.3 (2023), 175-92 <<https://doi.org/10.1108/ejms-03-2023-0021>>.

<sup>6</sup> Tajammul Pangarkar, 'Video Conferencing Statistics and Facts (2025)', *Scoop.Market.Us*, 2025 <<https://scoop.market.us/video-conferencing-statistics/>> [accessed 6 March 2025].

This research is based on the main theory which is the basis for preparing the hypothesis to be studied. The Technology Acceptance Model (TAM) is used as the main theory in this study. The Technology Acceptance Model (TAM) explains user behavior intentions with two factors: perceived usefulness of new technology and perceived ease of use<sup>7</sup>. The Technology Acceptance Model theory emphasizes that if technology is seen as a useful and easy-to-use tool, the intention to adopt it will be higher. The Technology Acceptance Model is very appropriate to be used as the main theory in this study, because it explains how perceived usefulness and ease of use of technology affect users' behavioral intention to adopt video conferencing service technology on an ongoing basis.

This research is based on the core variables of perceived usefulness and perceived ease of use which are vital elements in understanding user experience in using a service. Perceived usefulness reflects the user's perception of the overall functional experience of the service in facilitating the performance of user activities<sup>8</sup>. Perceived usefulness relates to the ability to assist users in their activities<sup>9</sup>. Video conferencing platforms provide benefits by allowing users to collaborate and communicate directly, with useful features that help consumers use video conferencing services in virtual communication or work. Perceived ease of use measures how easy and how comfortable users feel interacting with the service<sup>10</sup>. Video conferencing services facilitate the organization of virtual meetings, content sharing, and communication smoothly without technical barriers, thus accelerating remote collaboration. Perceived ease of use describes the extent to which individuals have confidence in their capacity to operate and understand the service easily<sup>11</sup>.

This research has an element of novelty or novelty, namely by adding satisfaction variables. Satisfaction is defined as the overall positive experience and feelings of users

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<sup>7</sup> Raquel Chocarro, Mónica Cortiñas, and Gustavo Marcos-Matás, 'Teachers' Attitudes towards Chatbots in Education: A Technology Acceptance Model Approach Considering the Effect of Social Language, Bot Proactiveness, and Users' Characteristics', *Educational Studies*, 49.2 (2023), 295–313 <<https://doi.org/10.1080/03055698.2020.1850426>>.

<sup>8</sup> Jung Hwan Kim and others, 'How Interactivity and Vividness Influence Consumer Virtual Reality Shopping Experience: The Mediating Role of Telepresence', *Journal of Research in Interactive Marketing*, 15.3 (2021), 502-25 <<https://doi.org/10.1108/JRIM-07-2020-0148>>.

<sup>9</sup> Marcello M. Mariani, Maria Ek Styven, and Frédéric Teulon, 'Explaining the Intention to Use Digital Personal Data Stores: An Empirical Study', *Technological Forecasting and Social Change*, 166.February 2020 (2021), 120657 <<https://doi.org/10.1016/j.techfore.2021.120657>>.

<sup>10</sup> Xiaolei Yu and others, 'Exploring the Brand Experience in the Metaverse under the Perspective of Technology Acceptance Model', *Asia Pacific Journal of Marketing and Logistics*, 36.12 (2024), 3410-26 <<https://doi.org/10.1108/APJML-10-2023-0952>>.

<sup>11</sup> Nur Saskia Aulia and Endy Gunanto Marsasi, 'The Role of Perceived Usefulness, Perceived Ease of Use, and Task Technology Fit to Increase Perceived Impact on Learning', *Centralization*, 13.1 (2024), 163-81 <<https://doi.org/10.33506/sl.v13i1.3031>>.

towards the services provided by<sup>12</sup>. Satisfaction in video conferencing services plays an important role in determining the long-term success of the platform. The novelty theory used in this research is the commitment-trust theory which is associated between perceived usefulness, and perceived ease of use, with satisfaction. The commitment trust theory develops and empirically tests a model of consumer intention to use services and customer satisfaction<sup>13</sup>. The commitment-trust theory explains that trust and commitment grow when services provide tangible benefits and convenience. This theory is often related to the variable perceived trust. Perceived trust itself can be interpreted as how comfortable and protected the user feels, as well as how much confidence that the service will run without a hitch. Perceived Trust is defined as an individual's view of the extent to which they trust a service, as well as their belief in its reliability, integrity, and security<sup>14</sup>.

The development of ideas comes from previous research conducted by (Abdul-Halim et al<sup>15</sup> which shows perceived usefulness has a significant impact on satisfaction and attitudes, so it is important for companies to ensure the services offered have usability that meets user needs to increase satisfaction. The second study was conducted by Rekha et al<sup>16</sup> which found a direct positive effect by perceived usefulness on satisfaction, where the usefulness perceived by users increases the level of consumer satisfaction. The third study examines that satisfaction has a positive influence on behavioral intention, where a high level of satisfaction encourages users' intention to always use the service<sup>17</sup>. Increasing satisfaction with technology services simultaneously encourages users' behavioral intention to adopt digital transformation technology.

Previous studies show research gaps in the relationship of perceived usefulness variables to satisfaction and the relationship of perceived ease of use to perceived

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<sup>12</sup> Muslim Amin, Sajad Rezaei, and Maryam Abolghasemi, 'User Satisfaction with Mobile Websites: The Impact of Perceived Usefulness (PU), Perceived Ease of Use (PEOU) and Trust', *Nankai Business Review International*, 5.3 (2014), 258-74 <<http://dx.doi.org/10.1108/NBRI-01-2015-0001>>.

<sup>13</sup> Amin, Rezaei, and Abolghasemi.

<sup>14</sup> Alifia Indah Putri Shaliha and Endy Gunanto Marsasi, 'The Influence of Attitude and Perceived Risk to Optimize Intention to Adopt Based on Theory of Planned Behavior in Generation Z', *EKOMBIS REVIEW: Scientific Journal of Economics and Business*, 12.2 (2024), 1679-94 <<https://doi.org/10.37676/ekombis.v12i2.5427>>.

<sup>15</sup> Nurul Ain Abdul-Halim and others, 'Understanding the Determinants of E-Wallet Continuance Usage Intention in Malaysia', *Quality and Quantity*, 56.5 (2022), 3413-39 <<https://doi.org/10.1007/s11135-021-01276-7>>.

<sup>16</sup> I. S. Rekha, Jyothi Shetty, and Savitha Basri, 'Students' Continuance Intention to Use MOOCs: Empirical Evidence from India', *Education and Information Technologies*, 28.4 (2023), 4265-86 <<https://doi.org/10.1007/s10639-022-11308-w>>.

<sup>17</sup> Diego Rodrigues Cavalcanti, Tiago Oliveira, and Fernando de Oliveira Santini, 'Drivers of Digital Transformation Adoption: A Weight and Meta-Analysis', *Heliyon*, 8.2 (2022), e08911 <<https://doi.org/10.1016/j.heliyon.2022.e08911>>.

usefulness. Research by Pereira & Tam<sup>18</sup>, proves that perceived usefulness does not have a significant impact on satisfaction in the use of Video on Demand (VoD) technology services. The research findings are different from the results of research conducted by Chen<sup>19</sup> proving that perceived usefulness has a significant impact on satisfaction in the use of services. Research on the relationship between perceived ease of use and perceived usefulness conducted by Hussein et al<sup>20</sup> has proven that perceived ease of use does not have a significant impact on perceived usefulness in the use of services to users. On the other hand, research conducted by Herzallah<sup>21</sup> shows different results that there is a positive and significant influence between perceived ease of use on perceived usefulness on user confidence in using the service platform.

Based on the description that has been presented, the problem can be formulated if it is still found that the concept of perceived usefulness, perceived ease of use, and satisfaction is not maximized to the behavioral intention of video conferencing service consumers in the Y and Z generation groups. The reason for the lack of maximization of the concept is due to behavioral intention which is influenced by perceived usefulness, perceived ease of use and satisfaction in using the services offered to customers. Each consumer has a different view of the services provided. The main objective of this research is to identify the impact of perceived usefulness and perceived ease of use and verify the impact of satisfaction in maximizing behavioral intention.

## **Literature Review**

### **Technology Acceptance Model**

The research model used is the Technology acceptance model. This model suggests that two specific behavioral beliefs, namely perceived ease of use and perceived usefulness, determine a person's behavioral intention in using technology services<sup>22</sup>. The technology acceptance model is important in understanding users' acceptance of a technology by focusing on perceived ease of use and perceived usefulness as the main predictors of behavioral intention in using technology. This model determines that the use of certain technologies is affected by behavioral intention. Behavioural intention is jointly

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<sup>18</sup> Rita Pereira and Carlos Tam, 'Impact of Enjoyment on the Usage Continuance Intention of Video-on-Demand Services', *Information and Management*, 58.7 (2021), 103501 <<https://doi.org/10.1016/j.im.2021.103501>>.

<sup>19</sup> Jiyun Chen, 'Adoption of M-Learning Apps: A Sequential Mediation Analysis and the Moderating Role of Personal Innovativeness in Information Technology', *Computers in Human Behavior Reports*, 8.July (2022) <<https://doi.org/10.1016/j.chbr.2022.100237>>.

<sup>20</sup> Mahmood H. Hussein and others, 'What Drives Students' Successful Reuse of Online Learning in Higher Education? A Case of Google Classroom', *Australasian Journal of Educational Technology*, 38.3 (2022), 1-21 <<https://doi.org/10.14742/ajet.7335>>.

<sup>21</sup> Doaa Herzallah, Francisco Muñoz-Leiva, and Francisco Liebana-Cabanillas, 'Drivers of Purchase Intention in Instagram Commerce', *Spanish Journal of Marketing - ESIC*, 26.2 (2022), 168-88 <<https://doi.org/10.1108/SJME-03-2022-0043>>.

<sup>22</sup> Shu Sheng Liaw, 'Understanding User Perceptions of World-Wide Web Environments', *Journal of Computer Assisted Learning*, 18.2 (2002), 137-48 <<https://doi.org/10.1046/j.0266-4909.2001.00221.x>>.

determined by attitudes towards use and perceived usefulness<sup>23</sup>. The technology acceptance model is used to identify behavioral intention in adopting technology, which is influenced by individual attitudes towards technology and the usefulness of these services<sup>24</sup>. The technology acceptance model helps explain behavioral intention reflects the desire to use technology affected by perceived ease of use and perceived usefulness (Mariano et al., 2022). Users who consider technology easy to use and useful, the intention to use it increases, which ultimately encourages technology use behavior. In research by Al-Adwan et al.,<sup>25</sup> shows that the Technology Acceptance Model reveals that Self-efficacy strengthens perceived usefulness and perceived ease of use, and encourages behavioral intention in using technology services.

### **Perceived Trust**

Perceived trust is the attitude and tendency of users when adopting a new platform, including how much risk users are willing to accept when adopting technology<sup>26</sup>. Perceived trust is a factor that influences users tendency to try new platforms. Users who have trust in a platform are more willing to take risks and start using the technology. Perceived trust refers to an emotional condition that encourages individuals to trust others based on the satisfaction obtained<sup>27</sup>. Perceived trust is built from interactions that meet user expectations, supporting long-term loyalty in business and customer relationships. Perceived trust reflects the level of confidence that individuals have in the service when performing an activity<sup>28</sup>. Individual beliefs are formed from experiences with the quality of the service or product provided. Perceived trust is the level of user confidence that the technology is trusted, consistent and reliable<sup>29</sup>. In this study, perceived trust is defined as customer confidence in the

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<sup>23</sup> Nuno Fortes and Paulo Rita, 'Privacy Concerns and Online Purchasing Behavior: Towards an Integrated Model', *European Research on Management and Business Economics*, 22.3 (2016), 167-76 <<https://doi.org/10.1016/j.iedeen.2016.04.002>>.

<sup>24</sup> Oscar Rodríguez-Espíndola and others, 'Analysis of the Adoption of Emergent Technologies for Risk Management in the Era of Digital Manufacturing', *Technological Forecasting and Social Change*, 178.February 2021 (2022), 121562 <<https://doi.org/10.1016/j.techfore.2022.121562>>.

<sup>25</sup> Ahmad Samed Al-Adwan and others, '"Extending the Technology Acceptance Model (TAM) to Predict University Students' Intentions to Use Metaverse-Based Learning Platforms"', *Education and Information Technologies*, 28.11 (2023), 15381-413 <<https://doi.org/10.1007/s10639-023-11816-3>>.

<sup>26</sup> Qing Zhou, Marios Sotiriadis, and Shiwei Shen, 'Using TikTok in Tourism Destination Choice: A Young Chinese Tourists' Perspective', *Tourism Management Perspectives*, 46.August 2022 (2023), 101101 <<https://doi.org/10.1016/j.tmp.2023.101101>>.

<sup>27</sup> Neena Sinha and Nidhi Singh, 'Moderating and Mediating Effect of Perceived Experience on Merchant's Behavioral Intention to Use Mobile Payments Services', *Journal of Financial Services Marketing*, 28.3 (2023), 448-65 <<https://doi.org/10.1057/s41264-022-00163-y>>.

<sup>28</sup> Ali Saleh Alshebami, 'Crowdfunding Platforms as a Substitute Financing Source for Young Saudi Entrepreneurs: Empirical Evidence', *Sage Open*, 12.3 (2022) <<https://doi.org/10.1177/21582440221126511>>.

<sup>29</sup> Yilun Chen and others, 'Analysis of Australian Public Acceptance of Fully Automated Vehicles by Extending Technology Acceptance Model', *Case Studies on Transport Policy*, 14.August (2023), 101072 <<https://doi.org/10.1016/j.cstp.2023.101072>>.

provider's ability, goodwill and responsibility to provide reliable, transparent and safe services. A rewarding experience when using the service forms confidence in the customer.

### **Perceived Usefulness**

Perceived usefulness is the user's point of view regarding the expected benefits of using a product or service<sup>30</sup>. Services that speed up work, or increase productivity will encourage users' perceived usefulness to be higher. Perceived usefulness focuses on the user's opinion that using a service will improve performance<sup>31</sup>. Perceived usefulness will increase when users who have felt that the technology or service used supports the efficiency of achieving goals. This perception then describes the extent to which using the platform will provide benefits to users<sup>32</sup>. In this context, perceived usefulness is defined by how far consumers believe that using a technology or service will provide significant benefits in improving performance and productivity. Perceived usefulness shows how far consumers have confidence in using a service to increase their work efficiency<sup>33</sup>. Consumers can feel the benefits of services through features that support work effectiveness and facilitate daily activities.

### **Perceived Ease of**

*Perceived ease of use* is the level of individual perception to assess a service whether it is easy to use<sup>34</sup>. Users who think a service can be used easily tend to be more open to trying and continuing to use the system. *Perceived ease of use* leads to the perception of the user, that using a service takes minimal time and is easy to use<sup>35</sup>. Users who feel the service is easy to use and only takes minimal time tend to have a positive perception of the service, which has a good impact on the company's image. *Perceived ease of use* is defined as the ease experienced by users when using the service and

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<sup>30</sup> Anubhav Mishra and others, 'Re-Examining Post-Acceptance Model of Information Systems Continuance: A Revised Theoretical Model Using MASEM Approach', *International Journal of Information Management*, 68.August 2022 (2023) <<https://doi.org/10.1016/j.ijinfomgt.2022.102571>>.

<sup>31</sup> Hashem Abdullah Alnemer, 'Determinants of Digital Banking Adoption in the Kingdom of Saudi Arabia: A Technology Acceptance Model Approach', *Digital Business*, 2.2 (2022), 100037 <<https://doi.org/10.1016/j.digbus.2022.100037>>.

<sup>32</sup> Kayode Odusanya, Olu Aluko, and Banita Lal, 'Building Consumers' Trust in Electronic Retail Platforms in the Sub-Saharan Context: An Exploratory Study on Drivers and Impact on Continuance Intention', *Information Systems Frontiers*, 24.2 (2022), 377–91 <<https://doi.org/10.1007/s10796-020-10043-2>>.

<sup>33</sup> Ibrahim Youssef Alyoussef, 'Acceptance of E-Learning in Higher Education: The Role of Task-Technology Fit with the Information Systems Success Model', *Heliyon*, 9.3 (2023), e13751 <<https://doi.org/10.1016/j.heliyon.2023.e13751>>.

<sup>34</sup> Huang Xiang and others, 'Determinants of Social Commerce Usage and Online Impulse Purchase: Implications for Business and Digital Revolution', *Frontiers in Psychology*, 13 (2022) <<https://doi.org/10.3389/fpsyg.2022.837042>>.

<sup>35</sup> Mohammed Ayid Alqahtani and others, 'Exploring Student Satisfaction and Acceptance of E-Learning Technologies in Saudi Higher Education', *Frontiers in Psychology*, 13 (2022) <<https://doi.org/10.3389/fpsyg.2022.939336>>.

imagining the process of using it easily<sup>36</sup>. This describes the level of comfort of a service that can influence the user's decision to continue using the service. The positive experience resulting from using the service can increase the user's intention to interact further. *Perceived ease of use* is a consumer consideration regarding how complicated it is to use a service (Agárdi & Alt, 2022). In this study, *perceived ease of use* is how far a person feels a certain technology or service can be used easily and has no significant obstacles. *Perceived ease of use* describes how confident consumers are that they can achieve everything they want easily, without interruption when using technology<sup>37</sup>. The main factor in the formation of *perceived ease of use* is the ease of using technology, including simple interfaces, intuitive navigation, and processes that support user work efficiency.

## Satisfaction

Satisfaction is defined as the customer's experience of feeling satisfied or dissatisfied after comparing expectations with what users receive<sup>38</sup>. Satisfaction assessment includes customer evaluation in considering the quality of service that matches or even exceeds customer expectations. Satisfaction is a confirmation of expectations regarding the service system by comparing system performance with user expectations<sup>39</sup>. Satisfaction obtained from services according to expectations can increase customer loyalty and a positive view of service quality. Satisfaction refers to the level of satisfaction expressed by customers after the process of using the service<sup>40</sup>. In this context, satisfaction is defined by the level of customer satisfaction arising from the match between expectations of services and experiences experienced while using these services. Satisfaction refers to a person's feeling of satisfaction or dissatisfaction when the perceived performance of a product or service is compared to their expectations<sup>41</sup>. Customer satisfaction will be formed with the quality of service presented, the ease of accessing services, and the ability of services to meet their needs consistently. Satisfaction is a benchmark used by

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<sup>36</sup> Andreas Halbig and others, 'Opportunities and Challenges of Virtual Reality in Healthcare - A Domain Experts Inquiry', *Frontiers in Virtual Reality*, 3 (2022) <<https://doi.org/10.3389/frvir.2022.837616>>.

<sup>37</sup> Urandelger Gantulga, Burmaa Sampil and Ariunsaikhan Tugsbat, 'Predicting RFID Adoption Towards Urban Smart Mobility in Ulaanbaatar, Mongolia', *Asia Marketing Journal*, 24.1 (2022), 3-12 <<https://doi.org/10.53728/2765-6500.1584>>.

<sup>38</sup> Haitham Alzoubi and others, 'Does BLE Technology Contribute towards Improving Marketing Strategies, Customers' Satisfaction and Loyalty? The Role of Open Innovation', *International Journal of Data and Network Science*, 6.2 (2022), 449-60 <<https://doi.org/10.5267/j.ijdns.2021.12.009>>.

<sup>39</sup> Ahmad Samed Al-Adwan, Muhmmad Nofal, and others, 'TOWARDS A SUSTAINABLE ADOPTION OF E-LEARNING SYSTEMS: THE ROLE OF SELF-DIRECTED LEARNING', *Journal of Information Technology Education: Research*, 21 (2022), 245-67 <<https://doi.org/10.28945/4980>>.

<sup>40</sup> Sotirios Zygiaris and others, 'Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry', *Frontiers in Psychology*, 13 (2022) <<https://doi.org/10.3389/fpsyg.2022.842141>>.

<sup>41</sup> Siska Wiganda and Endy Gunanto Marsasi, 'How Gratitude and Self-Image Congruency Can Affect the Satisfaction, Trust and Affective Commitment?', *MIX: A SCIENTIFIC JOURNAL OF MANAGEMENT*, 13.2 (2023), 288 <[https://doi.org/10.22441/jurnal\\_mix.2023.v13i2.003](https://doi.org/10.22441/jurnal_mix.2023.v13i2.003)>.



companies to see if customers like the services offered<sup>42</sup>. Satisfaction measures the customer's reaction after using the service, whether they like a service or vice versa.

## Attitude

Attitude indicates behavioral tendencies and evaluations of certain behaviors of an individual<sup>43</sup>. Attitude is the instant and consistent result of beliefs in memory, which guides consumer behavior<sup>44</sup>. The attitude guides individual behavior in selecting information and acting based on deep beliefs, so that the resulting behavior becomes more firm and sustainable. Attitude explains users' positive or negative perceptions of using a service<sup>45</sup>. Kuttimani<sup>46</sup> also agrees stating that attitude is the extent to which individuals have positive or negative behavioral assessments of services. In this study, *attitude* is an individual's attitude that reflects their assessment or evaluation of a particular subject or object, either positively or negatively. Attitude is the attitude or "pre-acquaintance psychological condition" of a person towards a person or subject<sup>47</sup>. Efforts to shape and reinforce positive attitudes require a consistent approach, including providing satisfactory usage experiences and relevant information to consumers.

## Behavioural Intention

Behavioural intention is the possibility of customers to want to use the service<sup>48</sup>. Behavioural intention is the main indicator in predicting the possibility of customers having the willingness to use services. Behavioural intention refers to the extent to which

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<sup>42</sup> Anindya Panyekar and G Marsasi, 'The Role of Brand Equity, Brand Authenticity, Brand Trust to Increase Customer Satisfaction', *JPEK (Journal of Economic Education and Entrepreneurship)*, 8.1 (2024) <<https://doi.org/10.29408/jpek.v8i1.25144>>.

<sup>43</sup> Sikandar Ali Qalati and others, 'An Extension of the Theory of Planned Behavior to Understand Factors Influencing Pakistani Households' Energy-Saving Intentions and Behavior: A Mediated-Moderated Model', *Energy Efficiency*, 15.6 (2022) <<https://doi.org/10.1007/s12053-022-10050-z>>.

<sup>44</sup> Alfonso Pellegrino, Masato Abe and Randall Shannon, 'The Dark Side of Social Media: Content Effects on the Relationship Between Materialism and Consumption Behaviors', *Frontiers in Psychology*, 13 (2022) <<https://doi.org/10.3389/fpsyg.2022.870614>>.

<sup>45</sup> Yuzhi Lai, Nadira Saab and Wilfried Admiraal, 'University Students' Use of Mobile Technology in Self-Directed Language Learning: Using the Integrative Model of Behavior Prediction', *Computers and Education*, 179 (2022) <<https://doi.org/10.1016/j.compedu.2021.104413>>.

<sup>46</sup> Kuttimani Tamilmani and others, 'Indian Travelers' Adoption of Airbnb Platform', *Information Systems Frontiers*, 24.1 (2022), 77-96 <<https://doi.org/10.1007/s10796-020-10060-1>>.

<sup>47</sup> Aseel O. Ajlouni, Fatima Abd Alkareem Wahba and Abdallah Salem Almahaireh, 'Students' Attitudes Towards Using ChatGPT as a Learning Tool: The Case of the University of Jordan', *International Journal of Interactive Mobile Technologies*, 17.18 (2023), 99-117 <<https://doi.org/10.3991/ijim.v17i18.41753>>.

<sup>48</sup> Noawanit Songkram and others, 'Students' Adoption towards Behavioral Intention of Digital Learning Platform', *Education and Information Technologies*, 28.9 (2023), 11655-77 <<https://doi.org/10.1007/s10639-023-11637-4>>.

a person formulates a behavioral plan to achieve behavioral goals<sup>49</sup>. Behavioural intention describes the strength of intention in formulating behaviors that are considered to bring the expected results closer. Behavioural intention is defined as customer-specific motivational incentives that influence certain behaviors<sup>50</sup>. In this study, behavioural intention is defined by the tendency of consumer behavior to carry out an action, for example reusing or recommending services, which is influenced by their experience of the quality of service received. Behavioural intention is the tendency of customers to follow the use and development of certain services based on customer reference figures<sup>51</sup>. The intention to follow this reference figure is formed from the customer's interaction with relevant information and experience. Individuals who are used as references by customers strengthen customers' desire to follow the development of the services used. Behavioural intention is concerned with how consumer behavior is shaped by the impressions they have about the service after they use it (Atasoy & Eren, 2023). Consumers who are satisfied by the experience of using the service will relatively show positive behavioral tendencies, such as loyalty or sharing recommendations with others.

## Hypothesis Development

### Effect of Perceived Trust on Perceived Ease of Use

Ahmad Obidat's research<sup>52</sup> revealed that perceived trust has a positive and significant effect on perceived ease of use. The trust that consumers feel towards services reduces worry and increases perceptions of ease of use by ensuring the services provided are reliable and safe. Research related to the impact of perceived trust on perceived ease of use has also been carried out by Ana Irimia-Diéguez<sup>53</sup> found that there is a positive and significant effect of perceived trust on perceived ease of use. High user perceived trust will increase perceived ease of use and the level of user acceptance of services. Research developed by Gawron et al<sup>54</sup> resulted in the finding that perceived trust is a significant main factor in predicting

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<sup>49</sup> Shooka Mohammadi and others, *School-Based Intervention on Behavioral Intention of Adolescents Regarding Healthy Diet in India*, 9 February 2023 <<https://doi.org/https://doi.org/10.3389/fpubh.2023.1094960>> [accessed 8 November 2024].

<sup>50</sup> David Amani, 'Internal Branding and Students' Behavioral Intention to Become Active Members of University Alumni Associations: The Role of Students' Sense of Belonging in Tanzania', *Cogent Social Sciences*, 8.1 (2022) <<https://doi.org/10.1080/23311886.2021.1997171>>.

<sup>51</sup> Endy Gunanto Marsasi, Albari Albari and Muchsin Muthohar, 'How Utilitarian Motivation and Trust Can Increase Intention to Use Based on Functional Attitude Theory', *International Journal of Professional Business Review*, 8.12 (2023), e04086 <<https://doi.org/10.26668/businessreview/2023.v8i12.4086>>.

<sup>52</sup> Ahmad Obidat, Mohammad Almahameed and Mohammad Alalwan, 'An Empirical Examination of Factors Affecting the Post-Adoption Stage of Mobile Wallets by Consumers: A Perspective from a Developing Country', *Canada. Decision Science Letters*, 11 (2022), 273-88 <<https://doi.org/10.5267/dsl.2022.2.005>>.

<sup>53</sup> Ana Irimia-Diéguez and others, 'Predicting the Intention to Use Paytech Services by Islamic Banking Users', *International Journal of Islamic and Middle Eastern Finance and Management*, 17.1 (2024), 1-15 <<https://doi.org/10.1108/IMEFM-07-2022-0298>>.

<sup>54</sup> Magdalena Gawron and Artur Strzelecki, 'Consumers' Adoption and Use of e-Currencies in Virtual Markets in the Context of an Online Game', *Journal of Theoretical and Applied Electronic Commerce Research*, 16.5 (2021), 1266-79 <<https://doi.org/10.3390/jtaer16050071>>.

users' perceived ease of use of services. Trust in the security and reliability of service providers is a key factor that encourages users' opinions that the service does not require much effort to operate. High trust can reduce user barriers to using the service. This finding is in line with research conducted by Tianyang Huang<sup>55</sup> where the positive effect of perceived trust on perceived ease of use encourages service acceptance, because consumers consider the service reliable and easy to use. Perceived trust is important to be the main foundation for companies in maximizing the level of perceived ease of use of services to consumers, which ultimately creates a positive brand image. The author proposes a hypothesis to be used in research with reference to the empirical studies above:

### **H1: There is a positive influence of perceived trust on perceived ease of use**

#### **Effect of Perceived Ease of Use on Perceived Usefulness**

Studies on the relationship between perceived ease of use and *perceived usefulness* have been researched by Huang<sup>56</sup> which shows *perceived ease of use* affects the *perceived usefulness* of services to users significantly and positively. Services that are able to provide *perceived ease of use* to consumers, are able to gain the perception that these services also provide great benefits. The relationship between *perceived ease of use* and *perceived usefulness* has also been studied by Peng & Yan<sup>57</sup> which shows the results of *perceived ease of use* have a significant positive impact on perceived usefulness. High user perceived ease of use through ease of access, and ease of operating the service tends to encourage the view that the service is very beneficial to the user's work. Researchers also Nakisa<sup>58</sup> revealed that perceived ease of use has a significant influence on perceived usefulness. Users who think a service can be used with, tend to have a sense of comfort and strengthen the user's perception of the use value of the service. Easy-to-use technology integration is important for service providers to create a more efficient user experience, as well as increase users' behavioral intention to continue using the service on an ongoing basis. The author proposes a hypothesis to be used in research with reference to the empirical studies above:

### **H2: There is a positive influence of perceived ease of use on perceived usefulness**

#### **Effect of Perceived Usefulness on Satisfaction**

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<sup>55</sup> Tianyang Huang, 'Research on the Use Intention of Potential Designers of Unmanned Cars Based on Technology Acceptance Model', *PLoS ONE*, August 16.8 (2021) <<https://doi.org/10.1371/journal.pone.0256570>>.

<sup>56</sup> Tianyang Huang, 'Psychological Factors Affecting Potential Users' Intention to Use Autonomous Vehicles', *PLoS ONE*, 18.3 March (2023), 1-22 <<https://doi.org/10.1371/journal.pone.0282915>>.

<sup>57</sup> Michael Yao Ping Peng and Xin Yan, 'Exploring the Influence of Determinants on Behavior Intention to Use of Multiple Media Kiosks Through Technology Readiness and Acceptance Model', *Frontiers in Psychology*, 13.March (2022), 1-11 <<https://doi.org/10.3389/fpsyg.2022.852394>>.

<sup>58</sup> Bahareh Nakisa and others, 'Using an Extended Technology Acceptance Model to Investigate Facial Authentication', *Telematics and Informatics Reports*, 12.May (2023), 100099 <<https://doi.org/10.1016/j.teler.2023.100099>>.

Studies on the relationship between perceived usefulness and satisfaction have been carried out by Al-Okaily<sup>59</sup> showing that there is a significant and positive influence between perceived usefulness and satisfaction on consumers who use services. Services that have high perceived usefulness that are useful for supporting work or meeting needs will gain a competitive advantage through customer satisfaction. Abdennebi<sup>60</sup> researchers provide strong evidence that perceived usefulness has a significant and positive impact on consumer satisfaction with services. Users prioritize usability in achieving satisfaction in using a service. The relationship between perceived usefulness and satisfaction was also examined by Zhao Khan<sup>61</sup> found that there is a significant and positive relationship between perceived usefulness and service platform user satisfaction. Perceived usefulness increases the belief that services support productivity. Perceived usefulness of the service meets expectations and increases user satisfaction. The author proposes a hypothesis to be used in research by referring to the empirical studies above:

**H3: There is a positive influence of perceived usefulness on satisfaction**

**Effect of Perceived Usefulness on Attitude**

Research by Acikgoz et al<sup>62</sup> states that if the perceived usefulness obtained by consumers is high, it will make a significant contribution in building positive consumer attitudes towards services. Consumers who get great benefits tend to increase their positive assessment of the service. Research on the relationship between perceived usefulness and attitude has also been conducted by Caratiquit & Caratiquit<sup>63</sup> states that high perceived usefulness by a service can foster a more positive attitude among consumers. Positive attitude, then becomes a key factor that influences consumers' decisions to accept the services offered. Studies investigating the impact of perceived usefulness on attitude were also carried out by Rahman et al<sup>64</sup> said that perceived usefulness provided by services has a positive and significant impact on consumer attitude. Users who derive significant benefits from the service are more likely to develop a positive attitude towards

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<sup>59</sup> Aws Al-Okaily and others, 'An Empirical Investigation of Enterprise System User Satisfaction Antecedents in Jordanian Commercial Banks', *Cogent Business and Management*, 8.1 (2021) <<https://doi.org/10.1080/23311975.2021.1918847>>.

<sup>60</sup> Hela Ben Abdennebi, 'M-Banking Adoption from the Developing Countries Perspective: A Mediated Model', *Digital Business*, 3.2 (2023), 100065 <<https://doi.org/10.1016/j.digbus.2023.100065>>.

<sup>61</sup> Hong Zhao and Asif Khan, 'The Students' Flow Experience with the Continuous Intention of Using Online English Platforms', *Frontiers in Psychology*, 12.February (2022), 1-15 <<https://doi.org/10.3389/fpsyg.2021.807084>>.

<sup>62</sup> Fulya Acikgoz and others, 'Consumer Engagement with AI-Powered Voice Assistants: A Behavioral Reasoning Perspective', *Psychology and Marketing*, 40.11 (2023), 2226-43 <<https://doi.org/10.1002/mar.21873>>.

<sup>63</sup> Kevin Caratiquit and Lovely Jean Caratiquit, 'Influence of Technical Support on Technology Acceptance Model to Examine the Project PAIR E-Learning System in Distance Learning Modality', *Participatory Educational Research*, 9.5 (2022), 468-85 <<https://doi.org/10.17275/per.22.124.9.5>>.

<sup>64</sup> Saleem ur Rahman and others, 'Promoting Fintech: Driving Developing Country Consumers' Mobile Wallet Use through Gamification and Trust', *International Journal of Bank Marketing*, 42.5 (2024), 841-69 <<https://doi.org/10.1108/IJBM-01-2023-0033>>.

the service. The author proposes a hypothesis to be used in research with reference to the empirical studies above:

**H4: There is a positive effect of perceived usefulness on attitude**

**Effect of Perceived Ease of Use on Attitude**

Research by Almajali et al<sup>65</sup> revealed that perceived ease of use affects consumer attitude positively and significantly. Consumers when they consider a service easy to use, they will have a more positive attitude, which in turn increases consumer intention to use the service repeatedly. Research on perceived ease of use in influencing attitude was also researched by Butt et al.<sup>66</sup> found a positive and significant impact between perceived ease of use on consumer attitude towards a service. Services that are easy for consumers to use can reduce frustration, leading to a favorable attitude towards the service. Studies related to the relationship between perceived ease of use and attitude also researched by Fülöp et al<sup>67</sup> found the results that perceived ease of use affects positive and significant consumer attitude towards services. Services that are designed to be easy to use are able to reduce barriers, both technically and psychologically, thereby increasing consumers' good attitudes towards services. The author proposes a hypothesis to be used in research with reference to the empirical studies above:

**H5: There is a positive influence of perceived ease of use on attitude**

**Effect of Satisfaction on Behavioural Intention**

Almaiah et al<sup>68</sup> researchers found an effect by satisfaction on behavioral intention. Satisfied consumers are more likely to recommend services to others, potentially increasing service adoption intentions more broadly. The study conducted by Esawe<sup>69</sup> revealed that there is a significant positive effect of satisfaction on behavioral intention. Users when satisfied with the experience of using the service, are more likely to express positive intentions to continue using it in the future. Research on the relationship between satisfaction

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<sup>65</sup> Dmaithan Abdelkarim Almajali, Ra'Ed Masa'Deh, and Zulkhairi M.d. Dahalin, 'Factors Influencing the Adoption of Cryptocurrency in Jordan: An Application of the Extended TRA Model', *Cogent Social Sciences*, 8.1 (2022) <<https://doi.org/10.1080/23311886.2022.2103901>>.

<sup>66</sup> Irfan Butt and others, 'Effect of Trust on E-Shopping Adoption-An Emerging Market Context', *Journal of Internet Commerce*, 21.3 (2022), 320-40 <<https://doi.org/10.1080/15332861.2021.1927436>>.

<sup>67</sup> Melinda Timea Fülöp and others, 'Challenges and Perceptions of E-Learning for Educational Sustainability in the "New Normality Era"', *Frontiers in Psychology*, 14.January (2023), 1-14 <<https://doi.org/10.3389/fpsyg.2023.1104633>>.

<sup>68</sup> Mohammed Amin Almaiah and others, 'Factors Influencing the Adoption of Internet Banking: An Integration of ISSM and UTAUT with Price Value and Perceived Risk', *Frontiers in Psychology*, 13 (2022) <<https://doi.org/10.3389/fpsyg.2022.919198>>.

<sup>69</sup> Ahmed Taher Esawe, 'Understanding Mobile E-Wallet Consumers' Intentions and User Behavior', *Spanish Journal of Marketing - ESIC*, 26.3 (2022), 363-84 <<https://doi.org/10.1108/SJME-05-2022-0105>>.

and behavioral intention also researched by Sevilmiş et al<sup>70</sup> suggests that there is a significant influence by satisfaction on behavioral intention. Consumers who get a sense of satisfaction after using a service tend to have a strong intention to continue using related services. The author proposes a hypothesis to be used in research with reference to the empirical studies above:

**H6: There is a positive influence of satisfaction on behavioral intention**

**Effect of Attitude on Behavioural Intention**

The relationship between attitude and behavioral intention has also been studied by Alturki & Aldraiweesh<sup>71</sup> found that attitude has a significant and positive impact on behavioral intention. This positive attitude arises because consumers are convinced of the benefits of the service, which will strengthen their intention to continue using it. Attitude has a significant impact on behavioral intention. Attitude influences behavioral intention significantly, because positive attitudes encourage repeated use of<sup>72</sup>. Attitude influences behavioral intention significantly, because a positive attitude encourages repeated use. A positive attitude increases belief in the benefits provided. Positive attitudes reduce mental barriers to adoption, such as fear or uncertainty. Negative attitudes, on the other hand, inhibit the intention to use the service. Attitude plays an important role for companies in creating good consumer behavioral intention to accept new technology services. Researcher Saha et al<sup>73</sup> also conducted research showing that there is a positive and significant impact between attitude and consumer behavioral intention towards services. A positive attitude towards services creates consumer confidence in using these services, thereby increasing consumer intention to use services consistently. The author proposes a hypothesis to be used in research with reference to the empirical studies above

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<sup>70</sup> Ali Sevilmiş and others, 'Examining the Relationships Among Perceived Quality, Perceived Value, Customer Satisfaction, and Behavioral Intention in Turkish Fitness Centers', *Physical Culture and Sport, Studies and Research*, 96.1 (2022), 40-54 <<https://doi.org/10.2478/pcssr-2022-0018>>.

<sup>71</sup> Uthman Alturki and Ahmed Aldraiweesh, 'Integrated TTF and Self-Determination Theories in Higher Education: The Role of Actual Use of the Massive Open Online Courses', *Frontiers in Psychology*, 14.February (2023), 1-15 <<https://doi.org/10.3389/fpsyg.2023.1108325>>.

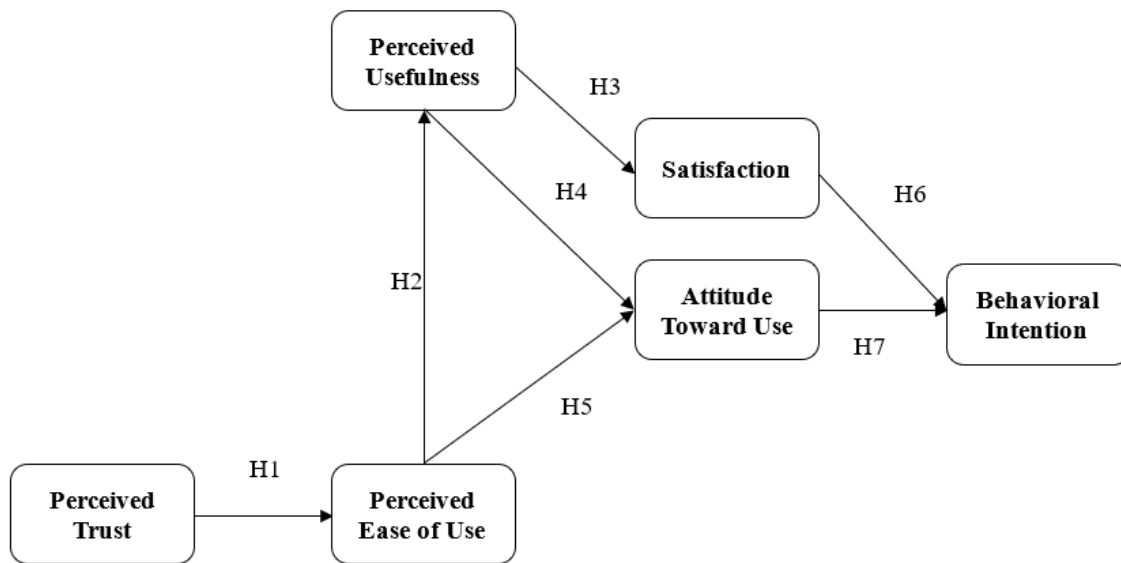
<sup>72</sup> Joy Billanes and Peter Enevoldsen, 'Influential Factors to Residential Building Occupants' Acceptance and Adoption of Smart Energy Technologies in Denmark', *Energy and Buildings*, 276 (2022), 112524 <<https://doi.org/10.1016/j.enbuild.2022.112524>>.

<sup>73</sup> Parmita Saha and others, 'In Search of Optimum Stimulation at Sport Events', *Journal of Sport and Tourism*, 25.2 (2021), 83-103 <<https://doi.org/10.1080/14775085.2021.1877565>>.

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**H7: There is a positive influence of *attitude* on *behavioral intention***

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**Figure 1. Research Framework**

## RESEARCH METHODS

The approach used is quantitative, which is a way of collecting large amounts of data to be analyzed statistically and obtain results with good validity. This approach is applied as a hypothesis tester, where the process is based on theory and data collected as a determinant of whether the hypothesis that the researcher forms is correct and accepted or not<sup>74</sup>. Researchers chose to use a quantitative approach in this study to prove hypotheses related to the influence of variables on the behavioral intentions of generation Y and Z customers in using video conferencing services, such as Zoom, Google Meet, and Microsoft Teams. Researchers in this case used subjects in the form of users of Zoom, Google Meet, and Microsoft Teams video conferencing services aged between 15 and more than 43 years, namely generations Y and Z who live in several regions in Java and Sumatra. There are 4 city areas in Java, namely Depok, Tangerang, Bekasi, and Bogor. There is 1 city area on the island of Sumatra, namely Pekanbaru. The applied population is users of Zoom, Google Meet, and Microsoft Teams video conferencing services in Indonesia. The researcher decided to use purposive sampling technique with considerations related to the specific characteristics of the target respondents. Purposive sampling is also used in determining respondents according to relevant criteria. The samples in this study are users of Zoom, Google Meet, and Microsoft Teams video conferencing services.

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<sup>74</sup> John W. Creswell and J. David Cresswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, Sage Publication, Inc, Fifth (United States of America: Sage Publication, Inc., 2022) <<https://doi.org/10.4324/9780429469237-3>>.

This study uses data that researchers collect from primary data sources. The data collected will be used to measure research variables, namely perceived trust, perceived usefulness, perceived ease of use, satisfaction, attitude, and behavioral intention. Questionnaire distribution is used as a method of data collection. Researchers will use an online questionnaire through Google Form to make it easier for respondents to answer the questions given. Measurement in the implementation of this research was carried out using a Likert scale. The Likert scale is used as an assessor of the respondent's level of agreement or disagreement with a statement, which will be measured through five scale levels, including (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).<sup>75</sup>

Structural Equation Modeling (SEM) technique was applied in this study as the analysis method. SEM is a statistical technique that is operated in analyzing between indicators to directly identify the errors found. The SEM method has the possibility to directly analyze the variables used<sup>76</sup>. Amos software is used in this study as a tool for processing large data. The main research data testing will be carried out in several stages. These stages consist of several that are carried out, namely validity test, reliability test, hypothesis test, structural model test, goodness of fit, normality and outlier test, and measurement model. Data input to the SEM testing stage will be operated using Confirmatory Factor Analysis or factor analysis test.

## RESULTS

### Respondent Characteristics

This study uses primary data collected through 203 questionnaires. The majority of respondents from gender were dominated by women with 110 respondents or 54%. As many as 93 respondents or 46% were male. Respondents were predominantly in the age range of 21 to 25 years with 102 respondents or 50%, followed by ages 26 to 30 years with 91 respondents or 45%. In terms of education, most have a high school background or equivalent, totaling 114 or 56% and S1 or equivalent with 83 or 41%.

### Validity Test and Reliability Test

The researcher processed data from 203 respondents who had been collected when distributing questionnaires. The size of the pearson correlation and the level of significance are used as a reference in the validity test. If the pearson correlation value  $\geq 0.5$  and the significance level value  $\leq 0.05$ , the item can be said to be valid<sup>77</sup>. The IBM SPSS 29 software program is the medium used by researchers in conducting validity tests.

#### Table 1. Validity Test

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<sup>75</sup> Uma Sekaran and Roger Bougie, *Research Methods for Business: A Skill-Building Approach*, 2020, XXXIV.

<sup>76</sup> J. F. Hair and others, *Multivariate Data Analysis*, Cengage Learning EMEA, Eight (United Kingdom: Annabel Ainscow, 2019), XIX <<https://doi.org/10.5117/2006.019.003.007>>.

<sup>77</sup> Hair and others, XIX.



Variables	Indicator	Pearson Correlation	Description
<b>Perceived Trust</b>	I feel that the privacy protection of this video conferencing service is reliable	.636**	Valid
	I believe this video conferencing service has a good reputation in Indonesia	.645**	Valid
	I believe the reputation of the video conferencing service is well secured with the help of a complete support channel	.639**	Valid
	I believe that this video conference provides a robust personal data security factor	.599**	Valid
	I rely on this video conferencing system to be able to provide clear sound quality.	.591**	Valid
	I trust this video conferencing service to keep good recordings of meetings	.668**	Valid
<b>Perceived Usefulness</b>	I utilize video conferencing services to make my daily work easier	.623**	Valid
	I believe this video conferencing service has a good reputation in Indonesia	.589**	Valid
	I believe the reputation of the video conferencing service is well secured with the help of a complete support channel	.743**	Valid
	I believe that this video conference provides a robust personal data security factor	.571**	Valid
	I rely on this video conferencing system to be able to provide clear sound quality.	.719**	Valid
<b>Perceived Ease of Use</b>	I find this video conferencing service easy to use due to the large room capacity.	.642**	Valid
	I enjoy using this video conference because the share screen feature is easy to learn.	.672**	Valid

	I find it easy to use the virtual background in this video conferencing service.	.683**	Valid
	I find this video conferencing service easy for scheduling meeting hours to be held	.633**	Valid
	I found the video conferencing easy to operate as it can be used on many devices.	.613**	Valid
<b>Satisfaction</b>	I am happy to use this video conferencing service because it is connected with Google Calender	.678**	Valid
	I am satisfied with this video conferencing service when enabling Virtual Background	.626**	Valid
	I find the safe mode feature of the video conferencing service convenient while traveling	.690**	Valid
	I often invite friends through this video conferencing link because I rarely experience connection problems.	.641**	Valid
	I am satisfied with the video conferencing service as it can be accessed via IOS, Android, and Windows devices	.623**	Valid
	I was pleased with the simple process of downloading recordings from this video conferencing service	.716**	Valid
<b>Attitude</b>	I am happy with the clear video quality of this video conferencing service.	.649**	Valid
	I am skilled in operating this video conferencing service	.678**	Valid
	I enjoy using this video conferencing service during online discussions	.596**	Valid
	I find it easy to interact with fellow users of this video conferencing service.	.608**	Valid
	I give a 5-star rating to this video conferencing service	.685**	Valid
	I am happy to use this video conferencing service because the sound quality is clear	.706**	Valid

<b>Behavioural Intention</b>	I find it easy to use the off camera feature in this video conferencing service.	.669**	Valid
	I will keep using this video conferencing service in the future	.611**	Valid
	I intend to operate this video conferencing service in every online meeting.	.684**	Valid
	I feel that the simple interface of this video conferencing service fosters a sense of willingness to try the service.	.687**	Valid
	I plan to use the polling feature for meeting discussions in this videoconference	.699**	Valid
	I have plans to host a meeting through this video conferencing service.	.676**	Valid

Source: Primary Data, processed 2025

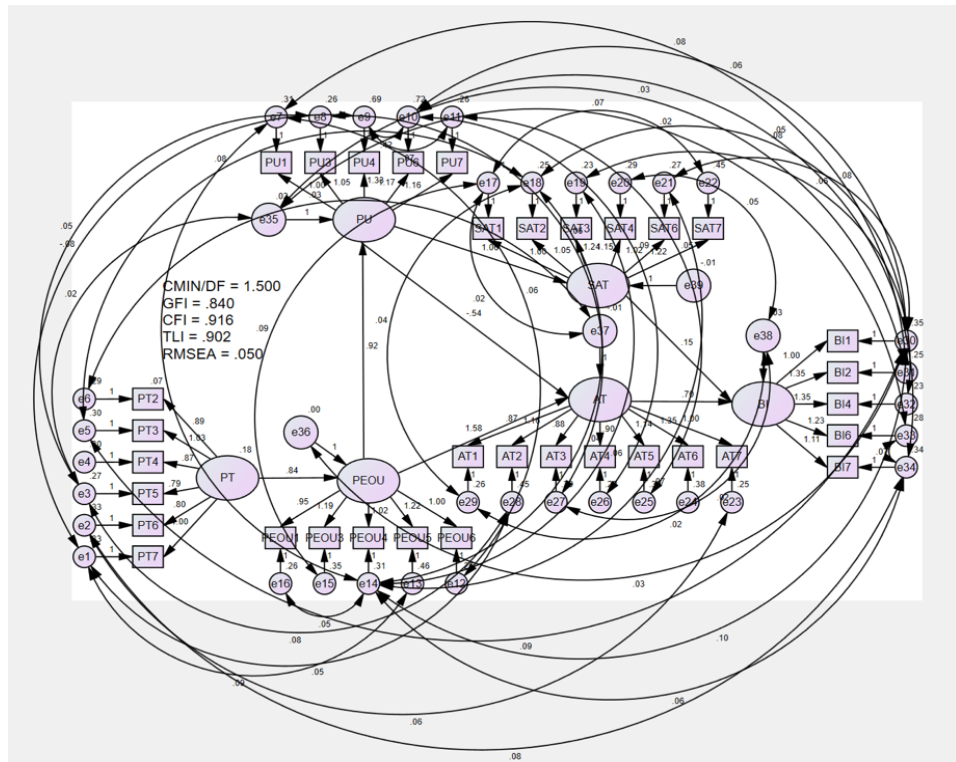
Table 1 shows the results of the validity test, 34 indicators are said to be valid and can be used as an assessment in this study. Then, the next step is to conduct a reliability test to assess the dependence of question items in the questionnaire and ensure that respondents provide consistent answers to each question item. This test was carried out using IBM SPSS Statistic 29. When each variable has a Cronbach Alpha value  $\geq 0.7$ , it can be said that the variable is reliable.<sup>78</sup>

**Table 2. Reliability Test**

<b>Variables</b>	<b>Cronbach's Alpha Value</b>	<b>Description</b>
Perceived Trust	.737	Reliable
Perceived Usefulness	.746	Reliable
Perceived Ease of Use	.735	Reliable
Satisfaction	.765	Reliable
Attitude Toward Use	.778	Reliable
Behavioural Intention	.778	Reliable

Table 2 shows the reliability test results for perceived trust, perceived usefulness, perceived ease of use, satisfaction, attitude, and behavioral intention, which obtained Cronbach alpha with a value  $\geq 0.7$ . The reliability results state that the variables in this study have been measured accurately and reflect the behavior to be studied.

<sup>78</sup> Hair and others, XIX.



**Figure 2. Structural Model**

Source: Primary data, processed 2025.

**Table 3. Goodness of Fit**

GoF	Value	Description
CMIN/DF	1,500	Good Fit
GFI	0,840	Marginal Fit
CFI	0,916	Good Fit
TLI	0,902	Good Fit
RMSEA	0,050	Good Fit

Source: Primary Data, processed 2025

Goodness of Fit (GOF), which consists of five indices, should be considered in the measurement model. The goodness of fit values, as shown in Figure 2, are as follows: CMIN/DF=1.500; CFI=.840; GFI=.916; TLI=.902; RMSEA=0.050. The Goodness of Fit test results are presented in Table 3. It is concluded that the GoF in this study shows a good fit.

## Hypothesis Test

**Table 4. Hypothesis Test Results**

Hypothesis testing was carried out using Amos Graphic software version 26. The sample used involved 203 respondents at this testing stage. The number of samples used has met the requirements for structural model testing. The standard value used in testing the hypothesis refers to the probability value of a hypothesis. The probability standard is determined through a P-value

<0.05 to see whether the hypothesis is significant or not, then the CR value of the criteria exceeds 1.960. The hypothesis is considered supported when the criteria are met.<sup>79</sup>

Hypothesis	Path	Std. Estimation	C.R.	P	Std. Reg Weight	Description
H1 (+)	PT - PEOU	0,853	6,733	***	0,999	Supported
H2 (+)	PEOU - PU	0,915	6,834	***	0,928	Supported
H3 (+)	PU - SAT	1,059	6,077	***	1,024	Supported
H4 (-)	PU - AT	-0,544	-2,053	0,040	-0,507	Supported
H5 (+)	PEOU - AT	1,582	4,753	***	1,494	Supported
H6 (+)	SAT - BI	0,148	1,039	0,299	0,152	Not Supported
H7 (+)	AT - BI	0,700	4,170	***	0,749	Supported

Source: Primary Data, processed 2025

Table 4 presents the results of the hypothesis test which shows that 6 hypotheses are supported and 1 hypothesis is not supported. Based on Figure 3, we can get a standardized estimate that the magnitude of the influence between variables as well as showing the relationship between research hypotheses. Standardized Regression Weights included in Figure 3 show that there are 5 hypotheses that are significantly and positively related consisting of H1, H2, H3, H5, H7, 1 negative and significant relationship, namely H4, and 1 unsupported hypothesis, namely H7.

### Effect of Perceived Trust on Perceived Usefulness

The relationship between the effect of perceived trust on perceived ease of use shows a significant positive relationship with a CR value of 6.733 and a *P-value* of 0.000. This finding is in line with the findings of,<sup>80 81</sup> and<sup>82</sup> confirming that perceived trust affects perceived ease of use in a significant positive way. Research on the relationship between perceived trust and perceived ease of use was also carried out<sup>83</sup> with the result that perceived ease of use is affected by perceived trust. High perceived trust encourages higher perceived ease of use because consumers believe that the service is reliable in terms of data security, and information transparency, so they more easily understand and operate its features without worrying about technical or privacy risks. <sup>84</sup> researchers also argue that perceived trust has a positive and significant impact on the perceived ease of use of service user consumers. Consumers trust that video conferencing services can store

<sup>79</sup> Joseph F. Hair and others, *Multivariate Data Analysis, Pearson New International Edition*, 2019.

<sup>80</sup> Irimia-Diéguez and others.

<sup>81</sup> Obidat, Almahameed and Alalwan.

<sup>82</sup> Gawron and Strzelecki.

<sup>83</sup> Huang, 'Research on the Use Intention of Potential Designers of Unmanned Cars Based on Technology Acceptance Model'.

<sup>84</sup> Catalina Gómez-Hurtado and others, 'Adoption of E-Wallets: Trust and Perceived Risk in Generation Z in Colombia', *Spanish Journal of Marketing - ESIC*, 2024 <<https://doi.org/10.1108/SJME-01-2024-0017>>.

meeting recordings properly. Data security features and service commitment in maintaining consumer privacy create high trust. Consumers find it easy to use virtual backgrounds on video conferencing services. A quality and trustworthy service encourages consumers to try more of the other features available, thus strengthening the relationship between perceived trust and perceived ease of use.

### **Effect of Perceived Ease of Use on Perceived Usefulness**

The relationship between perceived ease of use and perceived usefulness gets results with a CR value of 6.834 and a P-value of 0.000. These findings are in line with previous research from<sup>85</sup> revealing a significant positive relationship between perceived ease of use and perceived usefulness. Then<sup>86</sup> and<sup>87</sup> also show perceived ease of use affects perceived usefulness positively and significantly. The results of the study state that technology services that are easy to operate increase user efficiency in completing tasks, thereby strengthening the perception that the technology is useful for meeting user needs. Research related to the relationship between perceived ease of use and perceived usefulness is also used<sup>88</sup> argues that easy use is considered to help reduce the effort as well as the time required to achieve goals, thus providing significant additional value for users. His research<sup>89</sup> also explains the relationship between perceived ease of use and perceived usefulness in a significant positive way. The results show a significant positive relationship between perceived ease of use and perceived usefulness. Consumers feel happy to use video conferencing services because the share screen feature is easy to learn. The ease of use not only saves time but also increases efficiency, so video conferencing services are considered very useful for various purposes, both in the professional and personal spheres. Consumers are confident that the reputation of the video conferencing service is good because of the complete support channels. The higher the perceived ease of use in video conferencing services, the greater the perceived usefulness that consumers feel.

### **Effect of Perceived Usefulness on Satisfaction**

The hypothesis between perceived usefulness and satisfaction shows a significant positive relationship with a CR value of 6.077 and a P-value of 0.000. This study extends the findings of previous research related to the relationship between perceived usefulness and satisfaction. His research<sup>90</sup> suggests that perceived usefulness affects user

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<sup>85</sup> Huang, 'Psychological Factors Affecting Potential Users' Intention to Use Autonomous Vehicles'.

<sup>86</sup> Lee Chea Hiew and others, 'Do They Really Intend to Adopt E-Wallets? Prevalence Estimates for Government Support and Perceived Susceptibility', *Asian Journal of Business Research*, 12.1 (2022), 77-98 <<https://doi.org/10.14707/ajbr.220121>>.

<sup>87</sup> Nakisa and others.

<sup>88</sup> Ahmad Qasim Mohammad Alhamad and others, 'Predicting the Intention to Use Google Glass: A Comparative Approach Using Machine Learning Models and PLS-SEM', *International Journal of Data and Network Science*, 5.3 (2021), 311-20 <<https://doi.org/10.5267/j.ijdns.2021.6.002>>.

<sup>89</sup> Nasser Alalwan, 'Actual Use of Social Media for Engagement to Enhance Students' Learning', *Education and Information Technologies*, 27.7 (2022), 9767-89 <<https://doi.org/10.1007/s10639-022-11014-7>>.

<sup>90</sup> Al-Okaily and others.

satisfaction. The perceived benefits of this service, such as time efficiency and easy access to relevant features, are important factors in increasing user satisfaction. Research by<sup>91</sup> and<sup>92</sup> also traces the influence of perceived usefulness on satisfaction. The perceived benefits of a service, such as increasing efficiency and productivity, directly affect the level of user satisfaction. Then<sup>93</sup> found that the relationship between *perceived ease of use* and satisfaction is significant. Research by<sup>94</sup> explains the results of perceived usefulness having a significant positive effect on satisfaction. Perceived usefulness plays an important role in creating user satisfaction. The result obtained is that perceived usefulness has a significant positive effect on satisfaction. Consumers rely on this video conferencing system to be able to provide clear quality sound. The system's ability to provide the best sound quality strengthens the perceived usefulness felt by users. Consumers were pleased with the simple process of downloading recordings from the video conferencing service. These added values directly contributed to driving higher levels of user satisfaction with the video conferencing service.

### **The Effect of Perceived Usefulness on Attitude Toward Use**

The test results that hypothesize the effect of perceived usefulness on attitude toward use show a negative and significant relationship by having a CR of -2.053 and a *P-value* of 0.040. These results are in line with his research<sup>95</sup> giving the results of a significant negative effect including perceived usefulness with attitude towards using new technology. Perceived usefulness of technology tends to be unable to provide motivation to adopt it because the time investment required to learn new technology is considered not worth the expected short-term benefits. The lack of new experiences or innovations offered by this service is one of the reasons for the decline in consumers' positive attitudes towards its use. Consumers trust the videoconferencing service to store recorded meetings well. The record-keeping function is often perceived as an expected basic feature, so it does not add significant value to users. Consumers did not find anything special about this feature that would improve their attitude towards using the service. Consumers found it easy to use the off camera feature in this video conferencing service. The flexibility offered by the feature is considered to only meet the basic needs of users, especially for generations Y and Z who are accustomed to advanced technology. If the perceived usefulness perceived by consumers is higher, then the attitude towards using video conferencing services will be lower.

### **Effect of Perceived Ease of Use on Attitude Toward Use**

The results of the hypothesis of the effect of perceived ease of use on attitude toward use show that there is a significant positive relationship having a CR of 4.753 and a P-

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<sup>91</sup> Abdennebi, (2023)

<sup>92</sup> Zhao and Khan.

<sup>93</sup> Rui Li, 'Modeling the Continuance Intention to Use Automated Writing Evaluation Among Chinese EFL Learners', *SAGE Open*, 11.4 (2021) <<https://doi.org/10.1177/21582440211060782>>.

<sup>94</sup> Lan Xiang Yin and Hsien Cheng Lin, 'Predictors of Customers' Continuance Intention of Mobile Banking from the Perspective of the Interactivity Theory', *Economic Research-Ekonomska Istrazivanja*, 35.1 (2022), 6820-49 <<https://doi.org/10.1080/1331677X.2022.2053782>>.

<sup>95</sup> Ulrike Fasbender, Fabiola H. Gerpott and Laura Rinker, 'Getting Ready for the Future, Is It Worth It? A Dual Pathway Model of Age and Technology Acceptance at Work', *Work, Aging and Retirement*, 9.4 (2023), 358-75 <<https://doi.org/10.1093/workar/waac035>>.

value of 0.000. These results are in accordance with the findings of previous research, which showed a significant positive effect between perceived ease of use and attitude towards use. The previous study from<sup>96</sup> also examined the relationship between perceived ease of use and attitude toward use. These results reveal that the perceived ease of use of technology can increase the positive attitude of users towards the adoption of the latest technology. The ease of understanding the features and operation of technology reduces users' psychological barriers, thus creating a more enjoyable and efficient experience. His research<sup>97</sup> and<sup>98</sup>, the results found a relationship between perceived ease of use and attitudes toward use in a significant positive way. The effect of perceived ease of use for attitude toward use was also studied<sup>99</sup> with the results of a significant positive influence between the two. Research by<sup>100</sup> also showed a significant positive perceived ease of use was found to influence attitude toward use. Consumers find this video conferencing service easy to use due to the large room capacity. The large room capacity feature provides flexibility for users to invite many participants without restrictions that hinder meeting activities. These service features can meet the needs of users, thus encouraging a positive attitude towards using video conferencing services. Consumers gave a 5-star rating for this video conferencing service. High ratings from consumers reinforce positive attitudes towards the service due to trust in a platform that is considered superior. High perceived ease of use creates a stronger connection between consumers and the service, encourages loyalty, and creates a more positive attitude towards use for users towards video conferencing services.

### **Effect of Satisfaction on Behavioural Intention**

The effect of satisfaction on behavioral intention shows an insignificant relationship with a CR value of 1.039 and a P-value of 0.299. These results are in line with previous research, which shows an insignificant relationship between *satisfaction* and *behavioral intention*. His research<sup>101</sup> identified that satisfaction does not have a significant effect on behavioral intention. The study explained that although consumers were satisfied with the service provided, the level of satisfaction was not strong enough to encourage them to take further actions such as recommending or returning to the service in the future. The results of the study are also in accordance with the findings by<sup>102</sup> which found that

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<sup>96</sup> Almajali, Masa'Deh and Dahalin.

<sup>97</sup> Butt and others.

<sup>98</sup> Fülöp and others.

<sup>99</sup> Shaizatulaqma Kamalul Ariffin and others, 'Understanding the Consumer's Intention to Use the e-Wallet Services', *Spanish Journal of Marketing - ESIC*, 25.3 (2021), 446-61 <<https://doi.org/10.1108/SJME-07-2021-0138>>.

<sup>100</sup> Simone Aiolfi, 'How Shopping Habits Change with Artificial Intelligence: Smart Speakers' Usage Intention', *International Journal of Retail and Distribution Management*, 51.9-10 (2023), 1288-1312 <<https://doi.org/10.1108/IJRDM-11-2022-0441>>.

<sup>101</sup> Marisa Sousa and others, 'Service Quality, Satisfaction and Behavioural Intentions in Sport Child Camps: Participants and Parents' Perspectives', *International Journal of Sports Marketing and Sponsorship*, 25.1 (2024), 18-41 <<https://doi.org/10.1108/IJSMS-10-2022-0183>>.

<sup>102</sup> Khalid Al Awadhi, Bader Obeidat and Muhammad Alshurideh, 'Measuring User Acceptance of Satellite Broadband in the UAE', *International Journal of Data and Network Science*, 6.4 (2022), 1459-70 <<https://doi.org/10.5267/j.ijdns.2022.5.005>>.



satisfaction does not have a significant relationship on behavioral intention. Consumers tend to consider additional benefits or overall technological advantages, rather than satisfaction with the service. Consumers feel that the safe mode feature of video conferencing services makes it easier when traveling. This feature provides comfort and convenience, the benefits are more often considered as added value that is situational, so it does not directly influence the intention of users to continue using the service in the future. While the polling feature has been designed to increase interactivity, consumers tend to see it as a supplement, not a core element that determines their decision to continue using the service. Satisfaction when it only meets basic expectations without providing new experiences that are physically or emotionally attractive, users' behavioral intention tends not to be driven.

### **The Effect of Attitude Toward Use on Behavioral Intention**

The hypothesis of the effect of attitude toward use on behavioral intention shows a significant positive relationship with a CR value of 4.170 and a P-value of 0.000. These results are in line with previous research, which shows a significant positive influence between attitude towards use and behavioral intention. Studies conducted,<sup>103104</sup> and<sup>105</sup> show that a positive attitude towards using a mobile wallet directly increases the intention to use it. The effect of attitude towards use for behavioral intention has also been studied by<sup>106</sup>, showing the results of the behavioral intention relationship positively influenced by attitude towards use. A positive attitude towards using a technology reflects a good individual evaluation of the technology, thus encouraging the intention to use it. The more positive attitude towards use of technology, the stronger their intention to adopt it. Research by<sup>107</sup> also produces findings where attitude towards use has a significant positive effect on behavioral intention. Consumers feel skilled to operate this video conferencing service. Consumers who feel that they are able to use this service without a hitch, will have an attitude towards use that tends to be positive towards the service. Consumers felt that the simple interface of the video conferencing service fostered a sense of willingness to try the service. The simple and intuitive interface design makes it easier for consumers to understand and find key features, such as the join meeting button or microphone settings. This high positive attitude toward use, built on a good user experience, is the main foundation that drives consumers' behavioral intention to make this video conferencing service their first choice for activities or work.

### **CONCLUSION**

Based on the results of the study, the researchers concluded the relationship between the hypotheses that have been proposed in this study. The hypothesis that the relationship between

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<sup>103</sup> Alturki and Aldraiweesh.

<sup>104</sup> Billanes and Enevoldsen.

<sup>105</sup> Jamie Mew and Elena Millan, 'Mobile Wallets: Key Drivers and Deterrents of Consumers' Intention to Adopt', *International Review of Retail, Distribution and Consumer Research*, 31.2 (2021), 182-210 <<https://doi.org/10.1080/09593969.2021.1879208>>.

<sup>106</sup> Saha and others.

<sup>107</sup> John Burgess and others, *Coworking Spaces vs. Home: Does Employees' Experience of the Negative Aspects of Working from Home Predict Their Intention to Telework in a Coworking Space?*, December 8, 2022.

perceived trust and perceived ease of use has a positive and significant effect. The relationship between perceived ease of use on perceived usefulness has a positive and significant effect. The hypothesized relationship between perceived usefulness and satisfaction has a positive and significant effect. The hypothesized relationship between perceived usefulness and attitude toward use has a negative and significant effect. Greater perceived usefulness if excessive will have a negative and significant impact on consumers' attitude towards use of video conferencing services. The relationship between perceived ease of use and attitude toward use has a positive and significant effect. The relationship between satisfaction and behavioral intention has a positive and insignificant effect. The relationship between attitude toward use and behavioral intention has a positive and significant effect.

The application of the technology acceptance model in the current video conferencing service industry helps identify the impact of innovative features, consumer experience, and marketing strategies on users' behavioral intentions. The technology acceptance model helps in building a better usage experience with respect to perceived ease of use, perceived usefulness and satisfaction thereby driving the behavioral intention of users of video conferencing services. This theory provides important insights into how perceived ease of use, perceived usefulness, satisfaction, and attitude towards use can influence consumers' behavioral intentions in utilizing technology.

The suggestion that can be given by the author is that further research should bring novelty to the object under study if there are topics similar to this research. Future research can determine the object by considering the latest trends that are relevant and growing, such as online education platforms or metaverse-based applications. The author suggests that future research can use the theory of planned behavior. This theory offers an understanding of how a person's actions are influenced by the intention to do so which depends on attitudes, subjective norms, and perceptions of control over these actions. The author also suggests novelty by adding the variable habits. Habits variables play an important role in determining the intensity and consistency of service use, especially in today's digital era.

This research provides insights to managers of Zoom, Microsoft Teams, and Google Meet videoconferencing companies regarding factors that can influence consumers' behavioral intention process to use videoconferencing services. The first suggestion given by the author is that video conferencing service companies can develop artificial intelligence (AI)-based features such as Gemini AI, which can summarize meeting results automatically. The second suggestion is that video conferencing companies such as Zoom, Microsoft Teams, and Google Meet can integrate AI-based interactive guidance features that provide step-by-step instructions to users when trying out new features. The third suggestion is to utilize influencer marketing, which is currently one of the most effective marketing strategies. Video conferencing service companies such as Zoom, Microsoft Teams, and Google Meet can work with influencers such as Jerome Polin, a YouTuber and educator who is widely recognized among Indonesian students

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