Analysist Acceptance of Video Conference at Zoom Application using Technology Acceptance Model

Brata Wibawa Djojo
Management Department
Binus Business School
Bina Nusantara University
Jakarta, Indonesia

Wisnu Hafizh
Information Systems Department-
School of Information Systems
Bina Nusantara University
Jakarta, Indonesia

Anderes Gui *
Information Systems Study Program-
School of Information Systems
Bina Nusantara University
Jakarta, Indonesia
anderesgui@binus.ac.id

Muhammad Shabir Shaharudin
Faculty of Industrial Management,
Universiti Malaysia Pahang
Pahang, Malaysia

I Gusti Made Karmawan
Information Systems Study Program,
School of Information Systems
Bina Nusantara University
Jakarta, Indonesia

Suryanto
Information Systems Study Program,
School of Information Systems
Bina Nusantara University
Jakarta, Indonesia

Abstract— **This study aims to analyze acceptance of video conference at Zoom application for distance learning by observing correlation each variable on the research conducted. Data collection method by using questionnaire in June 2021. Pretest was done using Pearson Product Moment for validity testing and using Cronbach Alpha for reliability testing. All items was valid and all variable was reliable. Respondent in this study included junior and senior high school students, diploma and undergraduate students totaling of 393 respondents spread across DKI Jakarta area. Data was analyzed using SmartPLS for hypotheses testing. This study uses Technology Acceptance Model. The result show perceived ease of use has positive influence to perceived usefulness, perceived ease of use and perceived usefulness have positive influence to attitude toward use, perceived usefulness and attitude toward use have positive influence to intention to use video conference. As conclusion, video conferencing on the Zoom application can be accepted as an alternative in distance learning activities, especially during this covid-19 pandemic.**

Keywords—video conference, distance learning, technology acceptance model

I. INTRODUCTION

Currently the world is being faced with the COVID-19 pandemic. The high rate of transmission of this disease really forces people to limit their daily life activities. Lots of steps and precaution is being taken to limit and prevent the spread of infection with one of the most prevalent preventive action is physical distancing. Physical distancing is the act of giving a minimum distance in which a certain individual is allowed near other individual. With this regulation in place, surely many lives sector are affected or altered such as learning activities, which nowadays must be conducted remotely from home. Due to all the restriction in place, technology has become an alternative for society to curb the effect of this pandemic [1]. With the rise of this pandemic and the uncertainty of it ends forces educational institution to change its learning pattern, with one of the patterns applicable is long distance learning.

With distance learning, it enables anyone enrolled to be able to access educational material without the constriction of space and time [2]. In its essence, distance learning needed a medium to distribute the learning material, with video conference being one of the most popular media in use today. According to [3], Video conference is a technology that enables two people or a group of people to meet each other virtually from a different location by using audio and video media. With the rapid advance of technology, all distance learning media is now accessible via a variety of devices such as a smartphone or computer and can be accessed anywhere and at any time. Such media or applications includes applications such as zoom meeting, google classroom, google meet, WebEx, and many more.

Since the announcement of the start of the COVID-19 pandemic in March 2020, there is a spike in the number of video conference user in Indonesia. Based on the data compiled from Statqo Analytics, Skype user on the second week of March 2020 recorded a figure of 60.641 users, while its closest competitor, Zoom recorded a user figure of 8.985, but during the second half of March 2020, the number of Zoom user grows significantly. During 6 – 26 March 2020, Zoom user growth records a figure of 183% in growth. In contrast, Skype received a very heavy blow with the number of users dropping to only a mere 17.115 users [4]. Ever since the pandemic and various restriction protocol, makes Zoom meeting as the go-to *video conference* applications in Indonesia.

With the arrival of video conference application, surely it became a premier solution in the implementation of distance learning during the pandemic. With this technology, students are expected to be able to access educational materials easily, but in reality, not all Educational Institutions are able to provide the necessary supporting elements to lecturers, students, and parent to host a distance learning session [5]. In order for institutions to be able to accommodate students during distance learning activities, they would need the proper equipment, stable network, availability of educational material, and lecturer's readiness so that distance learning become effective. Right now, distance learning implementation in Indonesia is far from ideal, this is because there are still many hurdles. Based on the complaints received by KPAI (Indonesia's Commission for Child's Protection) it is found that there are 246 complaints regarding distance learning. As for the complaints, there are four common complaints: Firstly, a very short assignment collection time, and secondly, there is a backlog of assignment due to the lecturers giving too many assignments in a short amount of time, thirdly, insufficient internet quota, and lastly, students