BIoHS - Journal
Britain International of Humanities and Social Sciences Journal
| Publish : February - June - October |
E-ISSN: 2685-3868
P-ISSN: 2685-1989
http://biarjournal.com/index.php/biohs

The Assessment of Components Affecting Interest in Reusing Video Conferencing Advancement

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Abstract: *In the new normal era, the use of video conferencing technology has increased and become a new habit among Indonesians. However, despite a significant increase, the factors influencing the interest in reusing video conferencing technology after the new normal era are still in question. Thus, this study aimed to create a research model to explain factors influencing the interest in reusing video conferencing technology, including perceived ease of use, usefulness, self-efficacy, enjoyment, social influence, facilitating conditions, and user satisfaction. The population in this study was people who live in the Greater Jakarta area, with a total of 320 samples collected using the purposive sampling method through questionnaires on google forms. Then the data was processed using PLS. The results of data analysis using the structural equation modeling method show that self-efficacy and facilitating conditions have a positive effect on perceived ease of use, perceived enjoyment and social influence have a positive effect on perceived usefulness, system quality has a positive effect on user satisfaction, perceived ease of use has a positive effect on perceived usefulness, perceived usefulness has a positive effect on continuance intention, perceived usefulness has a positive effect on user satisfaction, and user satisfaction have a positive effect on continuance intention. However, perceived ease of use has an insignificant effect on continuance intention in reusing video conferencing technology.*
Keywords: *Continuance Intention; D&M Success Model; Perceived Ease Of Use; Perceived Enjoyment; Perceived Usefulness*

I. Introduction

Video conferencing innovation alludes to synchronization among sound and video media communications advancements that individuals by and large use to speak with one another in various areas simultaneously (Ogunremi, 2013). Essentially, video conferencing innovation communicates static pictures and message between two areas. Presently, the most progressive video conferencing innovation can give versatile video transmission great sound quality at the same time (Murthy et al., 2011). Video conferencing innovation existed around quite a while back, explicitly when Worldwide Business Machine (IBM) delivered PictureTel's based web convention or voice over in 1984 (Saputra, 2006). However, its development at the time was heavily reliant on the availability of a dependable digital communication network. This is where Coordinated Administrations Advanced Organization was just presented in the mid 1990s, and it is right now that video conferencing innovation could gradually start to be created (Kevin, 1998).

Toward the start of its turn of events, video conferencing innovation was utilized to accelerate business methodology, save travel costs, cut time, and increment efficiency. In this manner, business substances can pursue choices rapidly and give organizations the amazing chance to answer rapidly to advertise changes (Panteli and Dawson, 2001). Nonetheless, after some time, as a commonsense and helpful innovation, video conferencing innovation has

DOI: *https://doi.org/10.33258/biohs.v6i1.1060*

started to be involved by many gatherings in different main subject areas, like schooling and clinical fields (Morganti et al., 2008).

During the worldwide coronavirus pandemic, social separation strategies influenced individuals' lives (Liewin and Genoveva, 2019). In Indonesia, since the execution of a Huge Scope of Social Limitations and the bearing of the focal government to carry out physical separation, individuals need to complete movements of every kind from home. As a result, the terms "work from home" and "study from home" become commonplace. According to CNN Indonesia (2020), this policy also made video conferencing the primary alternative for continuing to meet and communicate during the pandemic. As a result, the use of video conferences significantly increased.

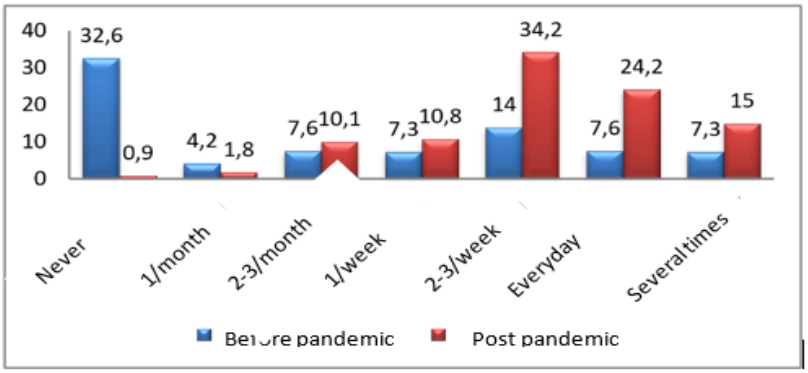

Figure 1. The Use of Video Conferencing Technology Before and After the Pandemic
Source: Populix Survey (2020)

The Populix Survey by KumparanTech (2020), entitled The Habit of Online Conference Usage, showed evidence of the increasing usage of video conferencing technology in Indonesia. The survey, published in June 2020, was followed by 565 respondents. Figure 1 shows the results of a survey where video conferencing technology users in Indonesia increased by 31.7%, as seen from the percentage of respondents who had never used video conferencing technology, which was 32.6%. However, after the pandemic occurred, only 0.9% did not use video conferencing.

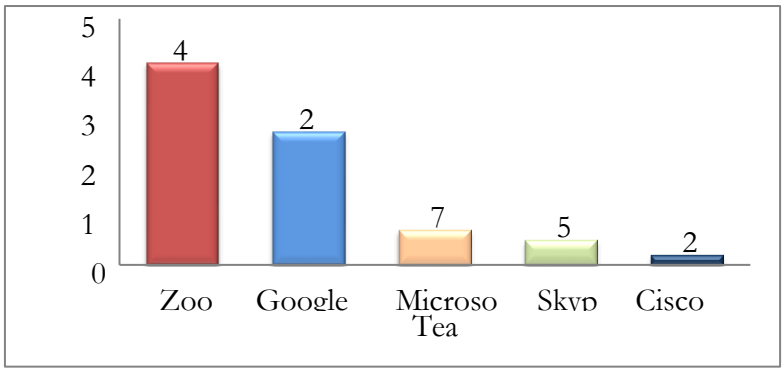

Figure 2. Types of Video Conferencing Technology Used
Source: Populix Survey (2020)

In 2020, there are various video conferencing technology platforms such as Zoom Meeting, Skype, Google Meets, Cisco Webex, Microsoft Team Meeting, and others. It can be seen from Figure 2 that Zoom is the most widely used video conferencing technology provider in Indonesia (KumparanTech, 2020). A video conference service provider reported

that the use of their services had increased by up to 70% compared to the period before the pandemic outbreak. Furthermore, one of the internet data service providers stated that there was an increase in internet data services by 23% in line with the use of video conferencing technology (CNN Indonesia, 2020).

The increasing number of video conferencing technology users is of high interest among Indonesians. According to Hidayat (2020), although currently, Indonesia has entered the new normal era or New Normal stage, the use of video conferencing technology continues to increase because video conferencing has become a new habit in Indonesian society. Unfortunately, although there has been a significant increase, the factors influencing the interest in reusing video conferencing technology after the new normal are still in question. In addition, research and scientific literature related to video conferencing technology still need to be improved. In contrast, the previous literature only focused on the use of video conferencing technology in the business, education, and medical world (Hidayat, 2020).

In the business world, the use of video conferencing technology has a positive effect in reducing travel costs for business purposes, being able to reach partners and consumers in various locations, even in remote areas, and making it easy to share documents and business presentations (Denstadli et al., 2013; Lin, 2013; Padalinskaya, 2014). In the world of education, the use of video conferencing technology contributes positively to supporting the process of teaching and learning activities in education more effectively, efficiently, and innovative (Dixon et al., 2019; Gladović et al., 2020; Hsu & Beasley, 2019; Roberts, 2009). Meanwhile, in the medical world, the high use of video conferencing technology has a positive impact on the relationship between patients and medical personnel (Alencar et al., 2019; Bruce et al., 2018; Ignatowicz et al., 2019; Mallow et al., 2016; Moszkowicz et al., 2020).

Research related to video conferencing technology is very limited from the consumer's point of view. At the same time, several theories can explain the adoption of technology from a consumer perspective, such as the theory of reasoned action (Ajzen & Fishbein, 1980), the theory of planned behavior (Ajzen, 1991), the technology acceptance model (Davis, 1989), and unified theory adoption and use of technology (Venkatesh et al., 2003). These theories have been applied in many studies in various fields. Unfortunately, few researchers have researched the continuance intention of video conferencing technology using technology adoption theory (Fajrin et al., 2020; Hidayat, 2020; Lin et al., 2013). The limitations of this research have led to questions about consumer behavior in reusing video conferencing technology, especially regarding what factors are possible to influence consumers to reuse video conferencing technology (Hidayat, 2020).

Therefore, based on the explanation above, the author offered a model to predict consumer behavior in the interest of reusing video conferencing technology. This model was developed based on the foundation of one of the technology adoption theories, namely the theory acceptance model (TAM) (Davis, 1989). However, the author modified the theory by adding some relevant factors, which were then tested in this study. Thus, this research is expected to provide a better understanding of viewing consumer behavior to reuse video conferencing technology.

The theory acceptance model (TAM) was first revealed by Davis (1989) based on the Theory of Reasonable Action (TRA), which is specifically designed to explain consumer behavior in adopting a system and technology. Not surprisingly, the TAM model has been

widely applied in research on consumer behavior related to technology adoption in various sectors, such as in the fields of e-banking, e-learning, e-government, health information systems, and others (Ahmad et al., 2020; Ismail et al., 2012; Wangpipatwong et al., 2008; Yuan et al., 2016).

The latest version of TAM is divided into several variables; perceived usefulness, perceived ease of use, behavioral intention, and usage behavior. However, in this study, the TAM model was modified. The main variables of the TAM model are the perceived usefulness or the level of user confidence that using technology will help their work and perceived ease of use or the level of user confidence that technology can be used easily (Davis et al., 1989). The first modification included the variables of self-efficacy and perceived enjoyment of the TAM 3 model (Venkatesh & Bala, 2008). The second modification included social influence variables and facilitating conditions from the UTUAT model (Venkatesh et al., 2003). The third modification included system quality and user satisfaction from the D&M Success Model (DeLone & McLean, 1992). The last modification changed the intention to use continuance because this study referred to individuals using video conferencing technology (Hidayat, 2020).

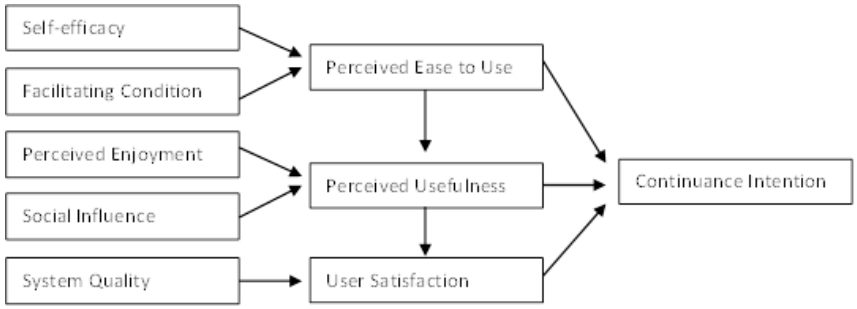

Figure 3. The Research Model

This study aimed to determine what factors influence the interest in reusing video conferencing technology post Covid-19, based on the modified Technology Accepted Model (TAM) theory. The first modification in this study included the variables of self-efficacy and perceived enjoyment of the TAM 3 model. The second modification included the variables of social influence and facilitating conditions from the UTUAT model. The third modification included system quality and user satisfaction from the D&M Success Model. The last modification changed the intention to use continuance intention because this study refers to individuals who have experienced using video conferencing technology. This research is interesting to conduct because research related to video conferencing technology is very limited from the consumer's point of view; at the same time, several theories can explain technology adoption from a consumer perspective. The research model is summarized in Figure 3.

II. Review of Literature

2.1 The Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) model is an integration of the model carried out by Venkatesh et al. (2003) based on social cognitive theory by combining eight models of leading research studies related to the acceptance of technological systems (Williams et al., 2015). The UTAUT model has four main variables; performance expectancy, effort expectancy, social influence, and facilitating conditions directly

related to behavioral intentions. Each main variable is moderated by gender, age, experience, and volunteerism of use (Venkatesh et al., 2003).

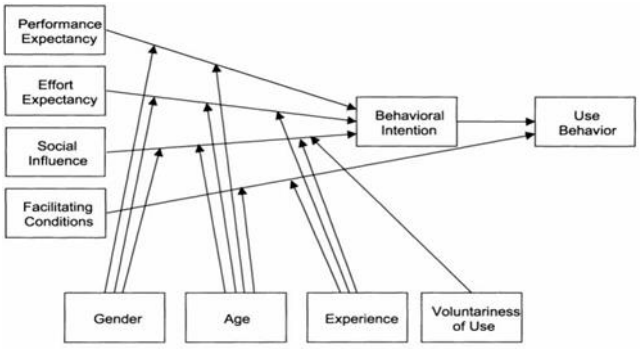

Figure 4. The Unified Theory of Acceptance and Use of Technology

2.2 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) explains that at least two factors encourage someone to do something; behavioral beliefs and normative beliefs. In addition, attitudes and subjective norms will also affect a person's behavior (behavior intention) (Ajzen & Fishbein, 1980). Then, Davis (1989) developed TAM in conducting research related to the factors that influence a person in the use of information systems. The study's results found that two independent variables influenced the behavioral interest factor in technology users; perceived usefulness and perceived ease of use. According to Davis, both perceived usefulness and perceived ease of use variables are highly correlated with current technology use and predictions of future use by users.

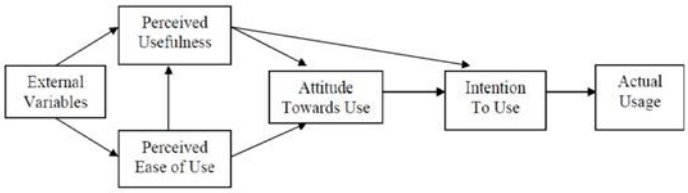

Figure 5. Technology Acceptance Model (TAM)
Source: Davis (1989)

2.3 Technology Acceptance Model 3 (TAM3)

Technology Acceptance Model 3 (TAM3) is a development of the first TAM model from Davis (1989). The development and integration of the TAM model into TAM 3 were first carried out by Venkatesh and Bala (2008) by adding determinant factors from perceived ease of use. Thus, TAM 3 displays a complete relationship related to the factors influencing users in adopting technology systems. Several determinant factors in TAM 3 are self-efficacy and perceived enjoyment, as shown in Figure 6.

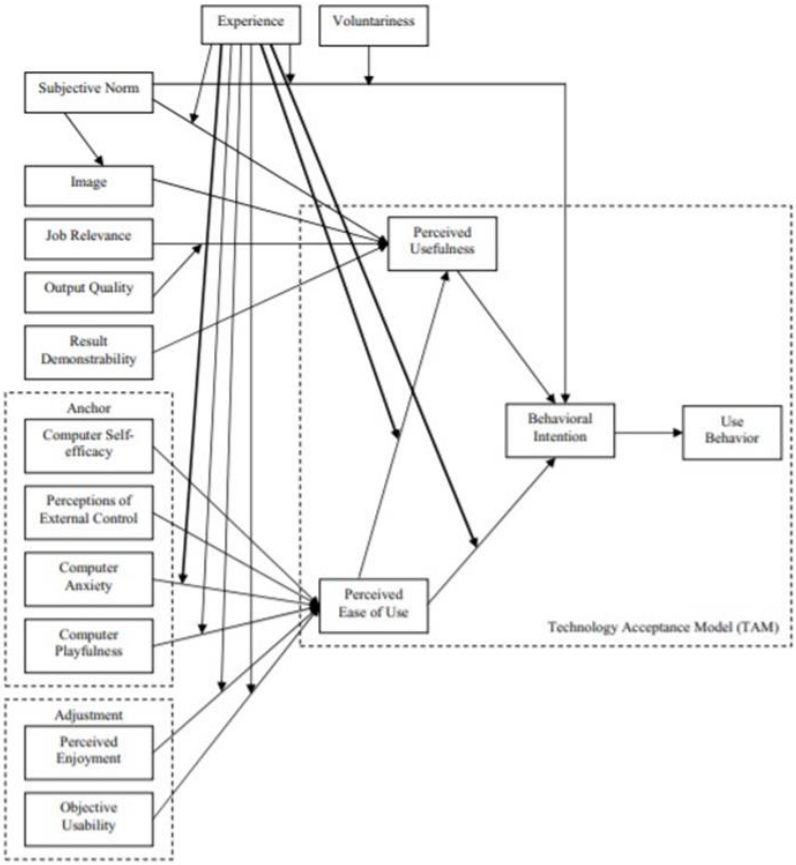

Figure 6. Technology Acceptance Model 3
Source: Venkatesh and Bala (2008)

2.4 The DeLone and McLean Model of Information Systems Success Theory

The DeLone and McLean Model of Information Systems Success Theory (The D&M IS Success Theory) results from research by DeLone and McLean (1992) in identifying factors that influence success in a technology system. After being updated in 2003, this theory has seven measurement variables, including user satisfaction and system quality (DeLone & McLean, 2003).

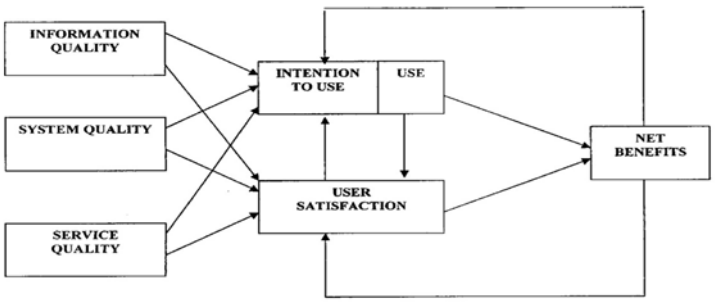

Figure 7. The D&M IS Success Theory
Source: DeLone and McLean (1992)

2.5 Hypothesis

The hypothesis developed in this study is shown in table 1 as follows:

Table 1. Hypothesis

No	Hypothesis
H_1	There is a direct significant effect of self-efficacy on perceived ease of use of video conferencing technology.
H_2	There is a direct significant effect of facilitating condition on perceived ease of use of video conferencing technology.
H_3	There is a direct significant effect of perceived enjoyment on the usefulness of video conferencing technology.
H_4	There is a direct significant effect of social influence on perceived usefulness of video conferencing technology.
H_5	There is a direct significant effect of system quality on user satisfaction of video conferencing technology.
H_6	There is a direct significant effect of perceived ease of use on the continuance intention of video conferencing technology.
H_7	There is a direct significant effect of perceived ease of use on perceived usefulness of video conferencing technology.
H_8	Ada pengaruh signifikan secara langsung perceived usefulness terhadap continuance intention teknologi video conferencing There is a direct significant effect of perceived usefulness on the continuance intention of video conferencing technology.
H_9	There is a direct significant effect of perceived usefulness on user satisfaction of video conferencing technology.
H_{10}	There is a direct significant effect of user satisfaction on the continuance intention of video conferencing technology.

III. Research Method

This study is a quantitative study that collected data using a survey technique through a questionnaire, because this type of research enables researchers to use either large or small populations. Still, the data obtained are data from samples taken from the population. The sample is needed because the researcher needs more time, energy, and funds with a fairly large population. The sampling was done using Judgment Sampling Method, which determines responses based on specific considerations. The population of this study was people who lived in the Greater Jakarta area. In this study, researchers determined specific criteria for prospective respondents, including gender, age (15-60 years old), and experience using video conferencing technology. The sample starts at the age of 15 because according to the Central Statistics Agency, that is the age of the workforce (Central Bureau of Statistics, 2020). In addition, Hair et al. (2010) suggest that the minimum sample size is 100-200 samples. Based on sampling, a total of 320 samples collected.

We adapted instruments from published studies to develop the survey questions using a 5-point Likert scale ranging from 1 strongly disagree to 5 strongly agree. The operational definition of the variables can be seen in Table 2. The statistical technique used was SMART PLS 3.3.3. Before the analysis, the researchers conducted a validity test and reliability test.

Table 2. The Operational Definition of the Variables

Variables	Definition		Question	Source
Self-efficacy	The level of ability that a person thinks about in carrying out a task where this ability will reflect confidence in carrying out certain actions (Bandura, 1997 in Park et al., 2014).	1	I can figure out how to use the features of video conferencing technology myself.	Shiau et al. (2020) Foroughi et al. (2019) Susanto et al. (2016) Thakur (2018) Park et al. (2014)
		2		
		3	I can use video conferencing technology even if I need help.	
		4	I can use video conferencing technology by using only online resources as a reference.	
		5	I have good skills in using video conferencing technology.	
			Overall, I am confident about using video conferencing technology.	
Facilitating Condition	Individual trust is related to the existence of assistance or support in using a technological system. (Ventakesh et al., 2003)	1	I have adequate facilities to use video conferencing technology.	Wu & Wu (2019) Wu & Wu (2019) Cheng (2020) Odoon & Kosiba (2020) Hidayat (2020)
		2	I know how to use video conferencing technology.	
		3	My friends were able to help me when I had problems with video conferencing technology.	
		4	Video conferencing technology can be used for a variety of activities.	
		5	I can get help from others easily using video conferencing technology.	
Perceived Enjoyment	User perception related to the extent to which using technology will be enjoyable regardless of whether the performance of the technology is in line with expectations or not (Davis et al., 1992 in Hidayat, 2020)	1	Using video conferencing technology is a fun activity.	McKnight & Lankton (2010) Juniwati (2015) Briliana (2017) Kim & Kim (2009) Kim et al. (2009)
		2	Using video conferencing technology is an activity that interests me.	
		3	I enjoy interacting using video conferencing technology.	
		4	Using video conferencing technology makes my life more interesting.	
		5	In my opinion, using video conferencing technology is fun.	
Social Influence	Other people's views in the social environment can influence individual emotions, opinions and	1	I use video conferencing technology because many other people use it.	Hidayat (2020) Xue (2018) Lu (2014)
		2	Many people around me thought I should continue using video conferencing technology.	
		3	My friends recommended that I use video conferencing technology.	
		4	I use video conferencing technology	

Variables	Definition		Question	Source
	behavior (Friedkin, 1998 in Yang, 2019).		because many people I admire use it.	Min & Dong (2012)
		5	I use video conferencing technology because the mass media publicize its use.	
System Quality	The performance of the system itself both in terms of hardware and software (Wahyudi et al., 2013)	1	Video conferencing technology has a reliable system because problems rarely occur.	Putri (2019) Cheng (2020) Wahyudi et al. (2013) Zhanyou et al. (2020) Azizi et al. (2020)
		2	Video conferencing technology systems can provide security to prevent illegal access to user data.	
		3	Video conferencing technology can be accessed via gadget devices other than computers.	
		4	Video conferencing technology providers provide reliable information.	
		5	Video conferencing technology is easy to use according to the user's interests.	
Perceived Ease of Use	Ease of use is when a person believes that a technological system can be used without difficult effort (Davis, 1989 in Ifinedo, 2006).	1	I easily learn video conferencing technology.	Hidayat (2020) Nguyen (2015) Ifinedo (2006) Kim & Kim (2020) Li & Yu (2019)
		2	I easily use video conferencing technology.	
		3	I can master the use of video conferencing technology with ease.	
		4	The procedure for using video conferencing technology is relatively easy.	
		5	Overall, video conferencing technology is easy to use.	
Perceived usefulness	A perception in which users believe that there is an increase in performance by using a technology system resulting in acceptance of the technology (Davis, 1989 in Gu et al., 2019)	1	My work has become easier by using video conferencing technology.	Widia et al. (2016) Rahayu et al. (2017) Punnoose (2012) Rahayu & Setyohadi (2017) Bao & Kim (2019)
		2	My job has become more flexible by using video conferencing technology.	
		3	My work has become more efficient by using video conferencing technology.	
		4	I become more productive when using video conferencing technology.	
		5	Overall, using video conferencing technology is very beneficial for me.	
User Satisfaction	Users' perceptions of the level of consistency between the user's experience and the actual	1	My experience using video conferencing technology makes me feel satisfied.	Monica & Briliana (2019) Ismail et al. (2011) Wang & Wang
		2	I am satisfied with the performance of the video conferencing technology.	
		3	I am satisfied with the benefits obtained from using video conferencing.	

Variables	Definition	Question	Source
	experience (Bhattachherjee et al., 2008).	4 I feel that using video conferencing technology is a wise decision. 5 Overall, I am satisfied when using video conferencing technology.	(2018) Han et al. (2018) Susanto et al. (2016)
Continuance Intention	Individual interest in continuing to use a system (Davis, 1989).	1 I am interested in continuing to use video conferencing technology. 2 I will continue to use video conferencing technology at work. 3 I am interested in using video conferencing technology as regularly as 4 I do now. I prefer to use video conferencing over face-to-face options. 5 I would highly recommend using video conferencing technology to others.	Gu et al. (2019) Sthapit et al. (2019) Zheng (2019) Rahi & Khan (2020) Roca et al. (2006)

The researcher distributed the questionnaires via Google Forms. Before distributing the questionnaires to the samples, the researchers tested the questionnaires (instrument test) on subjects with the same circumstances but not on the samples studied. Instrument test is needed to find out whether the instrument is valid and reliable. The duration of questionnaires distribution was two weeks, the questionnaires were distributed in March and returned entirely in March as well.

3.1 Hypothesis Testing

Table 3 shows the result of the dirrect effect from the PLS test, it can be seen that the direct effects are as follows: there is an effect of self-efficacy on perceived ease of use (p = 0,000), facilitating condition affects perceived ease of use (p = 0,000), facilitating condition affects perceived ease of use (p = 0,000), social influence affects perceived usefulness (p = 0,008), system quality affects user satisfaction (p = 0.000), perceived ease of use does not affect continuance intention (p = 0,683), perceived ease of use effect perceived usefulness (p = 0,000), perceived usefulness effects continuance intention (p = 0,000), perceived usefulness affects user satisfaction (p = 0,000), and user satisfaction affects continuance intention (p = 0,000).

Table 3. Hypothesis Testing Result

Hypothesis	T Statistics	P Values	Conclusion
Self-Efficacy → Perceived Ease of Use	7.013	0.000	Accepted
Facilitating Condition → Perceived Ease of Use	8.113	0.000	Accepted
Perceived Enjoyment → Perceived Usefulness	7.382	0.000	Accepted
Social Influence → Perceived Usefulness	2.645	0.008	Accepted
System Quality → User Satisfaction	5.681	0.000	Accepted
Perceived Ease of Use → Continuance Intention	0.408	0.683	Rejected
Perceived Ease of Use → Perceived	6.266	0.000	Accepted

Usefulness			
Perceived Usefulness → Continuance Intention	4.425	0.000	Accepted
Perceived Usefulness → User Satisfaction	14.306	0.000	Accepted
User Satisfaction → Continuance Intention	4.393	0.000	Accepted

IV. Result and Discussion

The results of this study indicate that self-efficacy has a positive effect on perceived ease of use. This result supports Park et al. (2014) and Al-Haderi (2013), which found a positive and significant correlation between self-efficacy and perceived ease of use. This means that the higher a person's confidence in using video conferencing technology, the easier it is. In addition, the assistance or support in using video conferencing technology also makes it easier for users to use it.

4.1 The Effect of Facilitating Condition on Perceived Ease of Use (H_2)

The results of this study indicate that facilitating conditions have a positive effect on perceived ease of use. This result support Teo (2009); Altanopoulou and Tselios (2017) which found a significant positive relationship between facilitating conditions and perceived ease of use. Reducing conditions can enable users to use something (Teo, 2009). Thus, facilitating conditions also have a significant effect on facilitating users in providing convenience in using video conferencing technology.

4.2 The Effect of Perceived Enjoyment on Perceived Usefulness (H_3)

The results of this study indicate that perceived enjoyment has a positive effect on a perceived usefulness. This result support Dias (1998); Teo and Noyes (2011) which found a significant positive relationship between perceived enjoyment to perceived usefulness. According to Dias (1998), perceived enjoyment is one of the most important factors for users to consider when considering the benefits of technology. The more enjoyable the experience of using video conferencing technology, the higher the benefits felt by users. Thus, perceived enjoyment significantly correlates with the perceived usefulness of using video conferencing technology.

4.3 The Effect of Social Influence on Perceived Usefulness (H_4)

The results of this study indicate that social influence has a positive effect on a perceived usefulness. This result supports Bonn et al. (2016) and Trinh et al. (2020), who found a significant positive relationship between social influence and perceived usefulness. According to Bonn et al. (2016), the closest people, such as friends and family, will provide references for the benefits of technology. Thus, social influence positively influences the perceived usefulness of using video conferencing technology.

4.4 The Effect of System Quality on User Satisfaction (H_5)

The results of this study indicate that system quality has a positive effect on user satisfaction. This result supports Wahyudi et al. (2013) and Dreheed et al. (2016), which found a significant positive relationship between system quality and user satisfaction. This is because the better the quality of technology, the higher the user satisfaction in using the technology. Thus, system quality and user satisfaction have a significant relationship in the use of video conferencing technology.

4.5 The Effect of Perceived Ease of Use on Continuance Intention (H_6)

The results of this study indicate that perceived ease of use does not affect continuance intention. This result support Ifinedo (2006) which found a non significant relationship between perceived ease of us and continuance intention.

4.6 The Effect of Perceived Ease of Use on Perceived Usefulness (H_7)

The results of this study indicate that perceived ease of use has a positive effect on perceived usefulness. This result supports Susanto et al. (2016); Mandasari and Giantari (2017), which found a significant positive relationship between perceived ease of use and usefulness.

4.7 The Effect of Perceived Usefulness on Continuance Intention (H_8)

The results of this study indicate that perceived usefulness has a positive effect on continuance intention. This result supports Hamid et al. (2016) and Gu et al. (2019), which found a significant positive relationship between perceived usefulness and continuance intention. This means that the more accessible the video conferencing technology, the higher the user's interest in reusing video conferencing technology.

4.8 The Effect of Perceived Usefulness on User Satisfaction (H_9)

The results of this study indicate that perceived usefulness has a positive effect on user satisfaction. This result supports Kim & Lee (2014), Mandasari & Giantari (2017), Usman et al. (2021), which found a significant positive relationship between perceived usefulness and user satisfaction. Thus, it is proven that perceived usefulness positively correlates with user satisfaction using video conferencing technology.

4.9 The Effect of User Satisfaction on Continuance Intention (H_{10})

The results of this study indicate that user satisfaction has a positive effect on continuance intention. This result supports Susanto et al. (2016) and Garg & Sharma (2020), which found a significant positive relationship between user satisfaction and continuance intention. Thus, it is proven that user satisfaction and continuance intention have a substantial relationship with video conferencing technology. In addition, the higher level of user satisfaction in using video conferencing technology will also affect the user's interest in reusing video conferencing technology.

V. Conclusions

This study aimed to determine what factors influence the interest in reusing video conferencing technology, especially post-covid-19, based on the modified Technology Accepted Model (TAM) theory. The findings of the study showed that there is a positive effect of self-efficacy on perceived ease of use, facilitating condition has a positive impact on perceived ease of use, reducing condition has a positive effect on perceived ease of use, social influence has a positive effect on perceived usefulness, system quality has a positive effect on user satisfaction, perceived ease of use does not affect continuance intention, perceived ease of use has a positive effect on perceived usefulness, perceived usefulness has a positive effect on continuance intention, perceived usefulness has a positive impact on user satisfaction, and user satisfaction has a positive effect on continuance intention.

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