

## The Role of Perceived Usefulness, Perceived Ease of Use, and Task Technology Fit to Increase Perceived Impact on Learning

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**Abstract.** *This study aims to explore Task-Technology Fit, Perceived Usefulness, and Perceived Ease of Use on users' Attitudes toward Video Conferencing applications, as well as their impact on Perceived Impact on Learning. Researchers added Task-Technology Fit as an element of novelty and used the Technology Acceptance Model as the main theory used. This research uses a survey method with the participation of 170 respondents who actively use Video Conference applications in various contexts and are of all ages with productive age specifications. The results of the analysis show that there is a significant positive correlation between Task-Technology Fit and Perceived Usefulness, as well as Task-Technology Fit and Perceived Ease of Use. In addition, a significant positive relationship was detected between Perceived Ease of Use and Perceived Usefulness. Furthermore, Perceived Usefulness and Perceived Ease of Use have a positive impact on users' Attitudes toward Video Conferencing applications. Apparently, user Attitude also has a proven positive influence on the Perceived Impact on Learning. Structural Equation Modeling (SEM) was used as the analysis technique conducted using AMOS Graphics 24. The practical implications of these findings involve recommendations for Video Conferencing application developers to improve features and design to enhance user experience. Hopefully, these findings can support the development of video conferencing-based technologies to be more effective and have a positive impact on virtual learning and interaction.*

**Keywords:** *Task Technology Fit, Perceived Usefulness, Perceived Ease of Use, Attitude, Perceived Impact on Learning*

### Introduction

The implementation of video conferencing technology, which is progressively utilised in many facets of everyday existence, signifies a substantial transformation in the manner in which individuals engage and collaborate. This study aims to investigate the impact of Task-Technology Fit, Perceived Usefulness, and Perceived Ease of Use of Video Conferencing programs (such as Zoom Meeting, Google Meet, and Microsoft Teams) on users' Attitudes toward these applications and their influence on Perceived Impact on Learning.

This study is based on the Technology Acceptance Model (TAM) theory, which seeks to predict and explain an individual's tendency to adopt and use technology that is relevant to their professional pursuits. Suppose a technology system is felt to provide benefits to individuals, especially to improve performance and efficiency, in that case, individuals tend to accept the technology, and there is little possibility of rejecting changes (German Ruiz-Herrera et al., 2023). Satisfaction triggers a user response, which can be a positive or negative reaction (Aufa, A. A., & Marsasi, 2023). The application of Video Conferencing applications is very effective in facilitating

communication over the internet, even though participants are at a distance and in different time zones. This provides a strong and consistent foundation for the implementation of virtual meetings (Alizadeh, M., Andersson, K., & Schelén, 2022).

The element of novelty used in this study is Task-Technology Fit. This variable is a form of relationship that includes the needs of the task, the characteristics of the individual, there are functions in the technology, and there are also benefits obtained when using the technology. The high fit between the task and the technology will form individual intentions to use the technology in everyday life, such as using video conferencing. Users realize that easy access to unfavorable information can hinder their intentions because the information is easily accessible (Marsasi, E. G., & Barqiah, 2023).

**Table 1.** Research Gap

<b>Relationship</b>	Chen et al	Debasa et al	Herzallah et al	Alyoussef
Perceived Ease of Use - Attitude	Significant			
Perceived Ease of Use - Attitude		Insignificant		
Perceived Ease of Use - Perceived Usefulness			Significant	
Perceived Ease of Use - Perceived Usefulness				Insignificant

*Source: Secondary Data*

Chen et al., (2023) conducted a study that demonstrated a notable correlation between Perceived Ease of Use and Attitude. This discovery suggests that there is a positive correlation between the user's perception of how easy it is to utilize technology and their overall attitude toward that technology. According to Debasa et al., (2023) in their investigation, While there is an association between Perceived Ease of Use and Attitude, it lacks statistical significance. This suggests that Perceived Ease of Use does not consistently have a major impact on users' Attitudes toward technology in all situations.

The study conducted by Herzallah et al., (2022) on the association between Perceived Ease of Use and Perceived Usefulness is quite intriguing. The research outcomes demonstrate a noteworthy correlation between these two variables. These findings suggest that people consider technology to be more beneficial when it is easier to use. Nevertheless, the study conducted by Alyoussef, (2022) revealed that while there was a correlation between Perceived Ease of Use and Perceived Usefulness, it did not reach statistical significance. This implies that the perceived level

of ease in utilizing technology is not always the primary element in evaluating its effectiveness within a specific environment.

The context of the global pandemic has further increased the reliance on video conferencing technology as a key means to communicate, work, and learn virtually. In light of this phenomenon, it is important to understand the factors that influence users' perceptions of video conferencing applications, as this can have an impact on the effective use of the technology. Task suitability is an important factor in measuring the extent to which an application can meet user needs in the context of work or learning activities. An optimistic mindset will have an impact on high-quality output (Arfanyah & Marsasi, 2023). In addition, perceived benefits and ease of use also play a significant role in shaping users' views of the technology.

Task-Technology Fit in this study has a definition of how far individuals assess a technology can fit or match their work when using the Video Conference application. The amount of assistance of certain technologies in individual efforts to complete certain jobs is represented by Task-Technology Fit (Al-Maatouk et al., 2020). User behavior represents the characteristics of the task in converting input to output in order to be able to meet information needs, while the interface platform represents the characteristics of technology that are useful for carrying out certain activities (Alazab et al., 2021). Task-Technology Fit is used in order to measure how technology is able to improve performance (Vanduhe et al., 2020). The online meeting style has become a hallmark of technology, and the purpose of the meeting is task-related, especially during the COVID-19 pandemic (Lin et al., 2021).

Perceived Usefulness in this study is one of the important components that has a definition, namely individual beliefs when using a technology that is able to provide performance and have an impact on the productivity and effectiveness of these individuals when doing their work when using the Video Conference application. Individuals who use technology are expected to be able to harmonize the latest technology when individuals find the potential usefulness of technology (Chatterjee et al., 2020). When using technology, it is hoped that perceived usefulness can be felt by users in order to be able to improve their performance (Mutambara & Bayaga, 2021). Individuals tend to accept and use technology more when they have confidence that the technology can help them achieve their goals (Yakubu et al., 2020). Users will experience high levels of satisfaction with a technological system if it is capable of enhancing their performance (Qashou, 2021).

In this study, Perceived Ease of Use refers to the degree to which individuals have trust in their capacity to operate and understand the Video Conference application easily. Perceived ease of use and effortlessness are key factors influencing users' belief in the benefits of utilizing a specific technology (Pillai & Sivathanu, 2020). Users can efficiently get pertinent information through the utilization of information retrieval functionalities, filters, and mobile applications

(Fileri et al., 2021). This pertains to the degree to which individuals or organizations have confidence in the ability of technology to offer convenience for future consumers (Almaiah & Al-Khasawneh, 2020). Consumers are more inclined to embrace novel technologies or associated products in their purchasing choices when they perceive the technology to be user-friendly and convenient (Jaiswal et al., 2021).

Attitude in this study definition is an individual's attitude towards acceptance and enthusiasm or also fear and rejection regarding the use of technology when using Video Conference applications. When understanding a person's intention and motivation to use technology, attitude is considered an important component (Jain et al., 2020). Individuals show their feelings when they are about to perform positive or negative behaviors (Chatterjee & Bhattacharjee, 2020). Within the realm of technology adoption, attitude refers to an individual's comprehensive emotional response toward the utilization of novel technology (Al-Rahmi et al., 2021). Attitude is described as a psychological concept that serves to evaluate a person's performance, either positively or negatively (Akram et al., 2021).

Perceived Impact on Learning in this study has a definition, namely how far individual thoughts about technology have an impact on the learning process. In addition to the amount of learning, students' perceptions of learning must also be considered (Savaş & Turan, 2023). The utilization of social media and mobile devices in higher education is a recently emerged occurrence that has not been well studied (Ansari & Khan, 2020). Individual motivation is closely linked to the effectiveness of learning, whether it is formal or informal, as self-directed learning serves as the foundation for all types of learning (Shao et al., 2022). Digital technologies have an impact on perceived learning (Alexiou et al., 2022).

## **Research Methods**

This research utilizes a quantitative approach that focuses on numerical data or quantitative variables. This approach consists of two main steps: the selection of variables to characterize and equations for their estimation, and the development of procedures or aggregation functions that take into account these variables to measure their impact (Verlicchi, P., Lacasa, E., & Grillini, 2023).

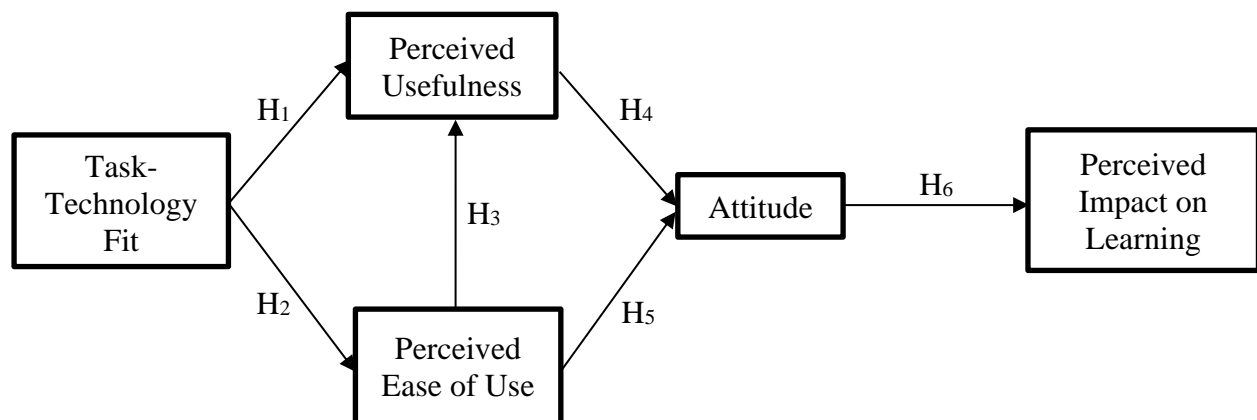
In determining the sample size, several factors, such as the complexity of the measurement model, the number of construction models, the observed variables, and the commonality, are taken into consideration. Therefore, the sample size was set at 170 respondents spread across seven regions, namely Jakarta, Yogyakarta, Samarinda, Tangerang, Tarakan, Surabaya, and Makassar. The research uses judgment sampling because the subjects set may be expected to have expert knowledge because they have had direct experience and processes, and they may be able to provide useful data or information to researchers (Sekaran & Bougie, 2020). Researchers employ judgment



sampling, a type of convenience sampling in which the researcher selects population elements based on their judgment. Nonprobability sampling is employed for extensive data collection in the absence of a database. In contrast, purposive sampling is utilized when the researcher has already identified the specific respondents who will be the focus of the research.

This research utilized the Likert Scale in the data collection process, a method commonly used in the completion of survey questionnaires. Participants express their views on the Likert Scale by indicating the extent to which they show agreement or disagreement with the given statement, with a range from very positive to very negative attitudes. The Likert scale used in this study consists of five levels, namely 1 = Strongly Disagree (STS), 2 = Disagree (TS), 3 = Neutral (N), 4 = Agree (S), 5 = Strongly Agree (SS), used to measure the level of response and sentiment of respondents to the various statements submitted.

Methodology for analyzing data Structural Equation Modeling (SEM) is a statistical technique used to analyze the relationships between observed and latent variables in a complex system. The purpose of employing this structural equation model is to analyze the acquired data. This study used AMOS software to conduct data analysis, this decision was taken considering the large volume of data. Various stages of testing were carried out, including hypothesis testing, structural model, goodness of fit, outliers and normality, reliability and validity, and measurement model. This test aims to ensure the suitability of indicator variables with the explanation of existing latent constructs. Data was inputted at the Structural Equation Model (SEM) testing stage using Confirmatory Factor Analysis (CFA).



**Figure 1.** Research Model

## Results and Discussion

### Respondent Profile

A total of 170 respondents have met the criteria in the screening question to be used in this study. These respondents live in 7 predetermined areas, namely Jakarta as many as 36 respondents or 21.1%, Yogyakarta as many as 40 respondents or 23.5%, Samarinda as many as 15 respondents or 8.8%, Tangerang as many as 20 respondents or 12%, Tarakan as many as 35 respondents or

20.7%, Surabaya as many as 15 respondents or 8.6%, and Makassar as many as 9 respondents or 5.2%. Respondents aged between 15 years and more than 50 years are aware of this application.

### Validity Test and Reliability Test

In this study, a correlation test was conducted to determine the validity of an indicator on a variable. The test examined if the Pearson correlation coefficient was greater than or equal to 0.5 and yielded a positive value. The validity test was measured using IBM SPSS Statistics 29 software, with a sample size of 170 respondents.

**Table 2.** Validity Test

Variables	Indicator	Pearson Correlation	Description
Task-Technology Fit	TTF4: I see the use of Video Conferencing as very suitable for conducting meetings.	.717**	Valid
	TTF5: I find this Video Conference easy to use, especially in real-time collaboration.	.723**	Valid
	TTF7: I believe the use of Video conferences is appropriate and necessary when conducting meetings.	.656**	Valid
Perceived Usefulness	PU1: I can participate online using this Video Conference application anytime and anywhere.	.605**	Valid
	PU2: I believe participating online is more effective using Video Conferencing	.619**	Valid
	PU4: I feel that using this Video Conference can increase productivity	.673**	Valid
	PU6: I feel that using Video Conferencing can increase my effectiveness at work.	.677**	Valid
	PU7: I believe Video Conferencing is useful for meetings because it is cost-effective and has a wide coverage.	.688**	Valid
Perceived Ease of Use	PEOU2: I think this video conference is easy to use.	.667**	Valid
	PEOU3: I consider the use of Video Conferencing is easy to do to conduct meetings	.726**	Valid
	PEOU4: I hope using video conferencing for meetings will facilitate evaluation and feedback.	.681**	Valid
	PEOU5: I think Video Conferencing is easy to use, especially when conducting discussions.	.732**	Valid
	PEOU6: I believe that interacting with this video conference is clear and understandable.	.651**	Valid

Attitude	ATT1: I think using this Video Conference for online meetings is a good idea.	.744**	Valid
	ATT3: I think this Video Conference provides convenience and is very trendy.	.737**	Valid
	ATT4: I see this Video Conference as a new and unique idea.	.681**	Valid
	ATT5: I believe using this Video Conference to conduct online meetings is a good idea.	.711**	Valid
	ATT7: I like the use of video conferencing in this era	.700**	Valid
Perceived Impact on Learning	PIOL1: I am able to improve my ability to communicate in meetings by using this Video Conference	.629**	Valid
	PIOL4: I believe that using this Video Conference can help understand the material presented	.683**	Valid
	PIOL6: I agree to use this Video Conference in the future	.644**	Valid
	PIOL7: I intend to use this Video Conference to support my activities.	.660**	Valid

Source: Primary Data

The findings of the validity test indicate that 22 indicators are deemed valid and suitable for use as an evaluation in this study. Subsequently, perform a reliability assessment to evaluate the interdependence of the question items in the questionnaire and verify that respondents are capable of providing consistent responses to each question item. A variable can only be considered dependable if its Cronbach Alpha value exceeds 0.70. The test results are displayed in the subsequent table.

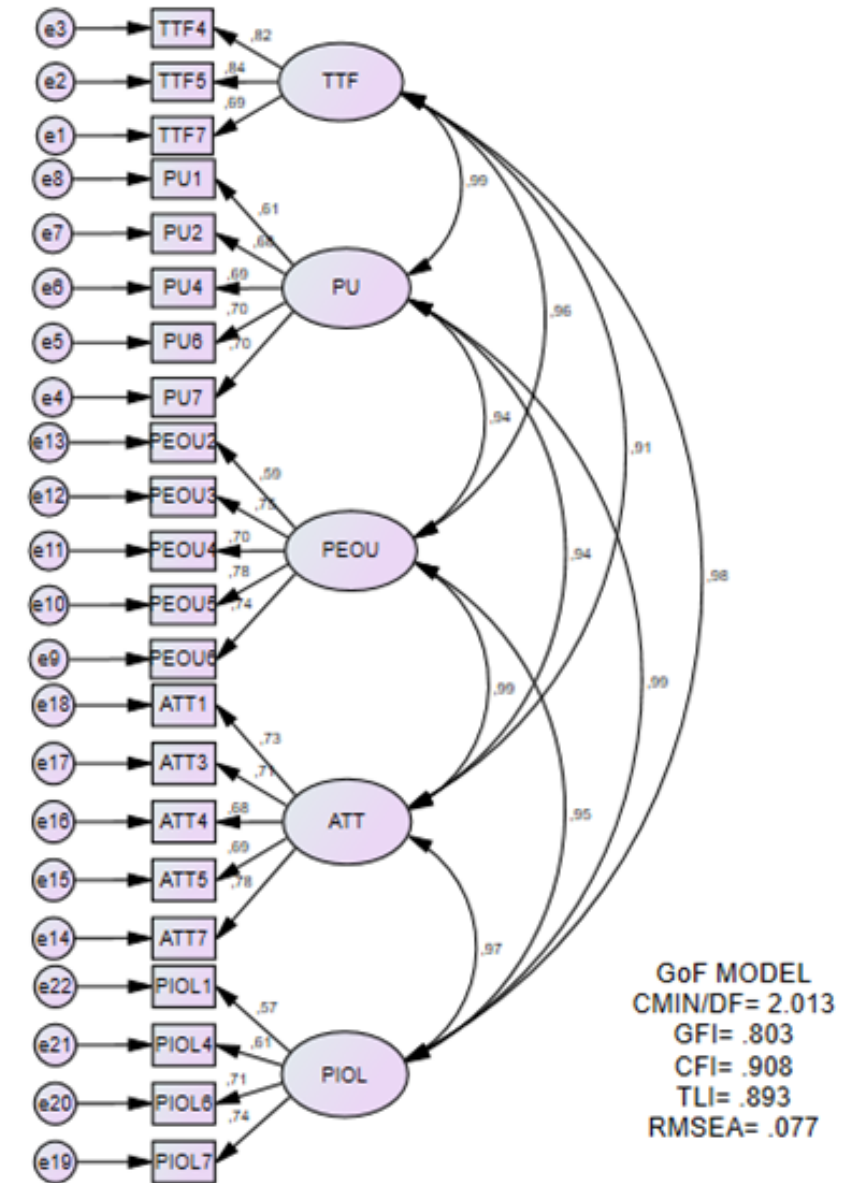
**Table 3.** Reliability Test

No.	Variables	Cronbach's Alpha	Description
1	Task Technology Fit	.717	Reliable
2	Perceived Usefulness	.736	Reliable
3	Perceived Ease of Use	.777	Reliable
4	Attitude	.707	Reliable
5	Perceived Impact on Learning	.701	Reliable

Source: Primary Data

### Measurement Test

The results of data processing were acquired utilizing the AMOS 24 program in this investigation. At this stage, Confirmatory Factor Analysis (CFA) is employed to quantify the correlation link between research variables. The correlation relationship is visually depicted by a curving arrow with two arrows, each corresponding to a study variable.



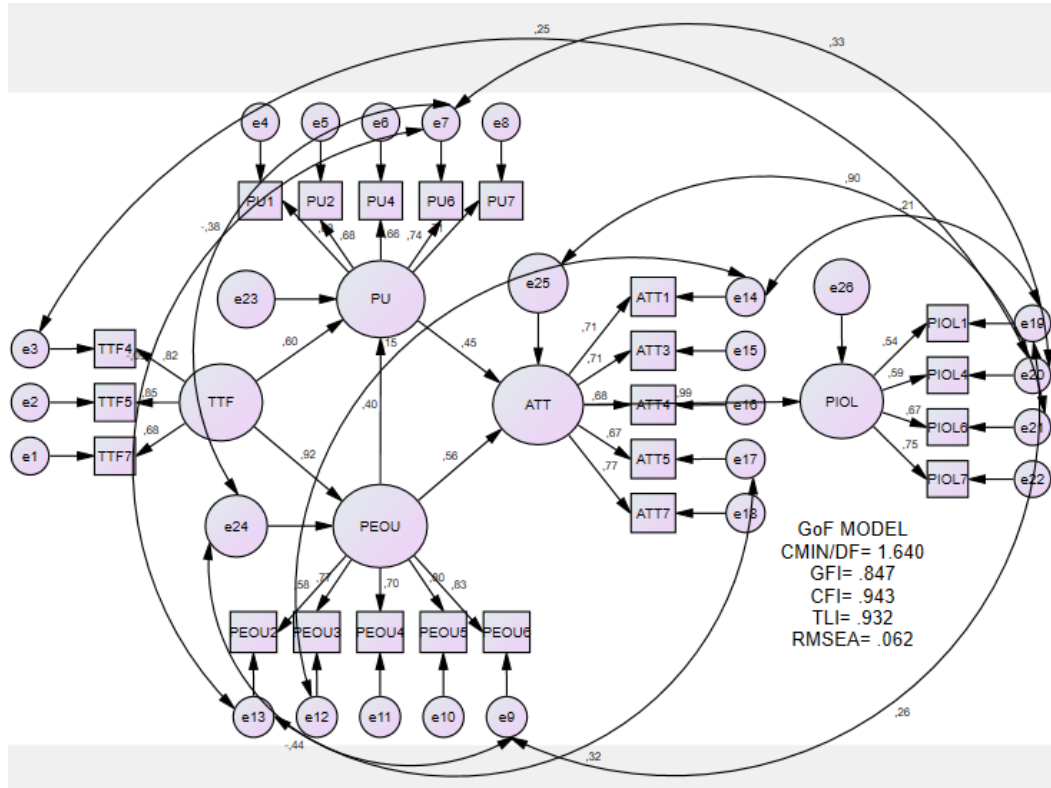
**Figure 2.** Measurement Test

Figure 2 shows that the data totaling 22 indicators are at a value > 0.5, which means that the indicator is declared valid. These results were obtained after eliminating the instrument in the previous test.

**Goodness of Fit Test**

Researchers made modifications to the AMOS 24 software with the aim of improving the results of the Goodness of Fit model index, which is not good, and the results of hypotheses that have a weak relationship. A flowchart will be formed in this model to assist researchers in identifying the relationship between the variables to be tested. The relationship between variables is connected by two-way arrows in AMOS 24 software.





**Figure 3.** Structural Model

**Table 4.** Goodness of Fit Results

No.	Index	Criteria	Results	Description
1	CMIN/DF	CMIN/DF ≤ 3.0	1.640	Good Fit
2	GFI	GFI 0.8 - 0.9	0.847	Marginal Fit
3	CFI	CFI 0.8 - 0.9	0.943	Good Fit
4	TLI	TLI 0.8 - 0.9	0.932	Good Fit
5	RMSEA	RMSEA ≤ 0.08	0.062	Good Fit

Source: Primary Data

**Hypothesis Test**

Next, after all the model fit tests have met all the requirements, hypothesis testing is carried out using AMOS 24 software.

**Table 5.** Hypothesis Test

Hypothesis	Path	Std Estimation	C.R.	P	Std. Reg Weight	Description
H1	TTF - PU	0,535	2,938	0,003	0,601	Supported
H2	TTF - PEOU	1,023	9,004	***	0,920	Supported
H3	PEOU - PU	0,317	2,018	0,044	0,396	Supported
H4	PU - ATT	0,495	1,918	0,055	0,445	Supported

H5	PEOU - ATT	0,497	2,324	0,020	0,558	Supported
H6	ATT - PIOL	0,884	7,609	***	0,991	Supported

Source: Primary Data

Table 5 in the hypothesis test displays a standardized estimated value, which indicates the extent of the impact between variables and also illustrates the link proposed in this study. Table 5 presents the findings indicating that all hypotheses, specifically H1, H2, H3, H4, H5, and H6, demonstrate a positive and statistically significant association.

### Hypothesis Development

Research conducted by Imlawi et al., (2023) stated that there is a positive relationship between Task-Technology Fit and Perceived Usefulness in the context of mobile Learning Management Systems (m-LMS). Research Cheng, (2021) also found an influence on end-user sustainability intentions of robo-advisors. H. Wang et al., (2020) in their research also found the need to understand the factors that can influence consumer acceptance of HWD.

H1 : Task-Technology Fit has a positive effect on Perceived Usefulness

Research conducted by Rahi et al., (2020) conducted tests on the performance of several factors such as user satisfaction, perceived benefits, and confirmation of expectations in determining user intentions on an ongoing basis in the use of Internet Banking. Research Cheng, (2020) states that organizational users have a positive contribution to the benefits, confirmation, and perceived ease of use of cloud ERP. Another study, namely Rodríguez-Espíndola et al., (2022) examines the adoption of new technologies for risk management in the digital manufacturing era.

H2 : Task-Technology Fit has a positive effect on Perceived Ease of Use

Research conducted by Chen, (2022) there is a mediating role of perceived benefits and student satisfaction as well as the total effect of perceived ease of use. Research Yao-Ping Peng et al., (2023) aims to be able to explore the behavior and learning attitudes of students when learning English using M-learning. Research C. Wang et al. (2023) found the influence of Perceived Ease of Use on Perceived Usefulness.

H3 : Perceived Ease of Use has a positive effect on Perceived Usefulness

Research conducted by Y. Chen et al., (2023) revealed that attitude is the most significant variable and correlates with behavioral intention which leads to full AV acceptance. Research Islam, (2023) assists cultural heritage authorities in developing implementation strategies in order to increase the use of e-tickets and other self-service technologies by tourists. In the research Qu

et al., (2023) found that perceived usefulness, ease of use, attitude, and perceived risk were to predict behavioral intentions significantly.

H4 : Perceived Usefulness has a positive effect on Attitude

Research conducted by Matubatuba & De Meyer-Heydenrych, (2022) was conducted in order to increase the adoption rate and ensure the efficiency and sustainability of transportation in developing countries. Research by Yao et al., (2022) was conducted in order to assess the impact of self-awareness on the decision to continue using online learning and provide valid assessment results regarding the management of online learning. In the research Masukujjaman et al., (2021) discovered that there is a correlation between knowledge and perceived usefulness with attitudes and perceived usefulness, additionally, information influences perceived ease of use, and perceived usefulness influences attitudes toward acquiring renewable energy technologies.

H5 : Perceived Ease of Use has a positive effect on Attitude

Research conducted by Pedram et al., (2020) intends to contribute to the literature by providing decision support tools for industrial instructors and trainers to plan more effective use of VR technology. Research by Tisza & Markopoulos, (2021) aims to investigate the role of fun in learning coding for students and its impact on their attitude towards coding. In the research of Gil-Cordero et al., (2023) the objective is to assess the influence of ICT utilization in a traditional in-person setting and propose a method for evaluating the efficacy of technological resources in university marketing courses after the pandemic.

H6 : Attitude has a positive effect on Perceived Impact on Learning

### **Effect of Task-Technology Fit on Perceived Usefulness**

The relationship between the Task-Technology Fit variable and Perceived Usefulness has a P-value of 0.003. This value indicates that Task-Technology Fit has a significant positive effect on Perceived Usefulness. This aligns with the results of prior research, such as those conducted by Imlawi et al., (2023) which states that the use of suitable technology can effectively meet student demand for online learning platforms that are interactive, effective, and easy to use. Previous research conducted by Cheng, (2021) stated that there is a positive relationship between Task-Technology Fit on Perceived Usefulness in the use of this technology. Research results H. Wang et al., (2020) also stated the importance of user perceptions of the use of health devices that can affect acceptance for consumers. Based on these findings, the use of appropriate technology has a major influence on the perceived usefulness of each individual. The Video Conference application has demonstrated its ability to impact the perceived utility experienced by users through the alignment of the task and the technology employed.

### **Effect of Task-Technology Fit on Perceived Ease of Use**

The relationship between the Task-Technology Fit variable and Perceived Ease of Use has a P-value of 0.000. This value indicates that Task-Technology Fit has a significant positive effect on Perceived Ease of Use. This is in line with the findings in previous studies such as those conducted by Rahi et al., (2020) which states that there is a positive relationship between Task-Technology Fit on Perceived Ease of Use. Previous research conducted by Cheng, (2020) stated that the perception of Task-Technology Fit (TTF) of organizational users has a positive contribution to the benefits, confirmation, and perceived ease of use of the technology used, so that directly or indirectly on individual satisfaction with the technology used. Research results Rodríguez-Espíndola et al., (2022) also states that there is a relationship between the suitability of using technology with tasks on the perception of ease when using technology. The Video Conference application has demonstrated its ability to impact the perception of how easy it is to use, based on the compatibility between the task and the technology employed. When consumers deem it appropriate to utilize one of these applications for their tasks, they will experience a sense of convenience in using the program.

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

The relationship between the Perceived Ease of Use variable and Perceived Usefulness has a P-value of 0.044. This value indicates that Perceived Ease of Use has a significant positive effect on Perceived Usefulness. This is in line with the findings in previous studies such as those conducted by Chen, (2022) which states that there is a mediating role of perceived benefits and student satisfaction, the total effect of perceived ease of use on information technology. Previous research conducted by Yao-Ping Peng et al., (2023) stated that there is a positive relationship between Perceived Ease of Use on Perceived Usefulness on the use of online learning applications. Research results C. Wang et al., (2023) also stated that the use of appropriate technology can provide the usefulness and convenience felt by its users. The existence of this match is able to trigger a positive attitude in individuals in using the application. Researchers can conclude that the stronger the Perceived Ease of Use, the stronger the Perceived Usefulness of individuals in using this application.

### **Effect of Perceived Usefulness on Attitude**

The relationship between the Perceived Usefulness variable and Attitude has a P-value of 0.055. This value indicates that Perceived Usefulness has a significant positive effect on Attitude. This is in line with the findings in previous studies such as those conducted by Y. Chen et al., (2023) which states that attitude is the most significant variable and correlates with behavioral intention which leads to full acceptance of technology. Previous research conducted by Islam,



(2023) stated that ease of use and subjective norms have a positive and significant relationship to attitudes and intentions to use. Research results Qu et al., (2023) also stated that perceived usefulness, ease of use, attitudes, and perceived risk were found to significantly predict behavioral intentions. The Video Conference application is proven to be able to influence the perception of perceived usefulness with the attitude of its users. When individuals feel that the use of a technology is able to provide good use in every job they do, then they have felt that the technology is suitable for use in every job and dare to take action in adopting the technology.

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

The relationship between the Perceived Ease of Use variable and Attitude has a P-value of 0.020. This value indicates that Perceived Ease of Use has a significant positive effect on Attitude. This is in line with the findings in previous studies such as those conducted by Matubatuba & De Meyer-Heydenrych, (2022) The study posits that there exists a direct correlation between the perceived ease of use and the attitude of non-users towards the technology being utilized. Previous research conducted by Yao et al., (2022) stated that there is a relationship between perceived ease that can influence the intention to continue using online learning applications. Research results Masukujjaman et al., (2021) also state that knowledge affects perceived ease of use and perceived usefulness affects attitudes toward technology purchases. The research findings indicate that the perceived ease of use has a substantial and favorable impact on user perceptions. Individuals who perceive technology as a means to achieve convenience and minimize effort in their tasks are more inclined to adopt and utilize it. Thus, the existence of this match is able to trigger a positive attitude in individuals using the application.

### **Effect of Attitude on Perceived Impact on Learning**

The relationship of the Attitude variable to the Perceived Impact on Learning has a P-value of 0.000. This value indicates that Attitude has a significant positive effect on Perceived Impact on Learning. This is in line with the findings in previous studies such as those conducted by Pedram et al., (2020) which state that in-depth technology training has a positive impact on actual and perceived learning in training. Previous research conducted by Tisza & Markopoulos, (2021) stated that there is a relationship between student attitudes in learning coding using technology. Research results Gil-Cordero et al., (2023) additionally assert that there is a correlation between attitudes toward student satisfaction and the efficacy of marketing education using digital tools and online applications in traditional classroom settings. Video Conference applications are proven to be able to influence the perception of the perceived impact on learning with the attitude of its users. When individuals feel they have a good impact when using technology, especially in learning, then they



adopt the technology. Thus, the match is able to trigger a positive attitude in individuals using the application.

## Conclusion

Based on the research findings, the authors can conclude about the impact felt in learning when using the Video Conference application. These results show that the more suitable the Task-Technology Fit used by individuals, the better the Perceived Usefulness felt in carrying out their work. The better the Task-Technology Fit chosen, the more the Perceived Ease of Use of technology will increase and will also have a good impact on the Perceived Usefulness of the Video Conference application. A high level of Perceived Usefulness can influence Attitude, resulting in a good Perceived Impact on Learning. Users with good Perceived Ease of Use will tend to influence user Attitude and have an impact on Perceived Impact on Learning in using. According to the results of this study, it can be identified that it contributes to applying the Technology Acceptance Model theory on Task-Technology Fit to the Perceived Impact on Learning in the use of Video Conference applications. This can confirm that the more suitable an individual is in using technology, the better the impact that will be obtained in future learning.

In future studies, researchers hope to replace the theory that has been used in this study, namely the Technology Acceptance Model with the Computers Are Social Actors (CASA) Paradigm, on the same object by adding the Perceived Enjoyment variable. This can be seen from the more active companies in making developments to keep up with current technological advances to increase perceived usefulness and perceived user-friendliness, which will influence the perceived learning impact of using Video Conference applications. Subsequent investigations may direct their attention towards a more specific demographic, like Generation Z and Millennials, in order to enhance the precision of study findings pertaining to the same subject matter. What can be done by company managers is to develop applications to make them more sophisticated but not difficult to use, so that users can run these applications easily and quickly. The existence of features and an attractive appearance in the Video Conference application will provide an attraction for individuals to use.

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