

ABSTRACT

Video conferencing is a new phenomenon of digital society transformation that changes the lifestyle of all people in the world which takes place in a very short time. Covid-19 is the main factor that forces people all over the world to rely most of their activities on digital services. Seizing the opportunity for the growing community's need for video conferencing services, encouraging Telkom to enter the market by releasing a product called UMeetMe. As a new product in the market, it is very important to know how the user's perspective is to continue using UMeetMe services in the future.

This study aims to analyze the continuous intention of UMeetMe service users by using a combination of two models, namely VAM (Value-Based Adoption Model) and ECM (Expectation Confirmation Model). The method used in this study is a quantitative method with the object of research being UMeetMe users who have registered.

The amount of data that can be processed comes from 106 respondents who are then analyzed using the PLS SEM analysis method. The results of this study indicate that the satisfaction and perceived value variables are able to explain the continuous intention of UMeetMe users with an R square value of 64.4%. The results of hypothesis testing indicate that of the 11 relationships between variables in the combined VAM and ECM models tested, there are 7 significant relationships and 3 insignificant relationships.

The results of the study are expected to be input for the UMeetMe service management unit at PT. Telkom to increase the satisfaction and perceived value of UMeetMe services because these two variables are proven to be factors that determine the continuous intention of UMeetMe users.

keywords : *Continuous intention, video conferencing, UMeetMe, VAM, ECM*