

# EXPLORING AUDIO CHAT-IN APPLICATION INFLUENCE FACTOR USING MODIFIED TECHNOLOGY ACCEPTANCE MODEL: THE CASE OF CLUBHOUSE IN INDONESIA

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## ABSTRACT

The rapid advancement of technology has not only improved the quality of people's lives but has also changed how we communicate with each other. During this COVID-19 Pandemic, a new social media emerged and revolutionized how to communicate during this pandemic with the theme of a concept like "Podcast" named Clubhouse. The use of clubhouses, which has experienced a rapid increase, has created a new trend phenomenon that has caused Clubhouses to become a topic of conversation. However, there aren't many research that uses Clubhouse as its subjects. This study was conducted to find out which factors that ultimately affect the acceptance of Clubhouse applications which taken with the background of rapidly increase of popularity of the application. This study is uniquely researched by combining Trend and Experiences as its external variables which combined with a TAM model that's been modified. Research conducted on 100 respondents using Modified TAM as its model framework. Based on the analysis, it is found that Trend, Experience, Perceived Ease of Use, and Perceived Usefulness are the factors that affect Clubhouse application acceptance.

**Keywords:** *Social Media, Technology, Application, TAM, Clubhouse*

## 1. INTRODUCTION

The global COVID-19 pandemic has led many people around the world to feeling lonely [1]. With the rise of the social isolations, let the rise of the social media whereas in January 2021, there's an increase of 13.2% for the annual changes in the number of global social media users. The rise of the social media trend is currently being observed not only occurs in the worldwide, but also in Indonesia [2]. One of the rising Social Media advancements is Podcast [3].

With the rise of Podcast becoming more and more popular, hence a new type of social media application is emerged called Clubhouse. Clubhouse is an audio chat-in application which the users can easily connect to the "rooms" and communicate with others. Clubhouse is the first social media app that doesn't require its users to look at their screen when using the app. Currently, CH is a dedicated invite-only app that works on iPhone and Android that offers a new mode of

social media via real-time audio chat. In CH there is no content to be recorded or stored in the application so meetings that occur at CH can be considered as an alternative to attending public speeches or lectures.

Clubhouse users can listen to various available conversations on CH with just a single touch while being able to participates to those conversations, as well as create their own topic in "chat rooms". This chat room is used as the main means of communication that users usually use to interact with other users. One of the main attractions of CH is as a tool to Networking with other users as a way to share life experiences or just chatting.

The popularity of Clubhouse rise rapidly with the support of many influencers like Elon Musk which increase the overall user of Clubhouse [4]. Clubhouse application are categorized as Social Media Application, which then users expects to be able to easily interacts with other users which

would be the main point of downloading Clubhouse [5]. The feeling of similarities plays a huge role in recognizing the ease of use when using a system as well as the user pleasant Experience to ensure that the user is comfortable with the overall application.

However, some social media examiner have stated that Clubhouse could be the next big Social media [5]. Thus, this phenomenon believed that the Trend that occurred is one of the 2 main external reasons for the high participation for the new Social Media Trend. Experience is being observed as the other main external factors that has an effect on how the users would accept a new system in their daily life [6]. However, in the previous study explains how Clubhouse could be the next big thing is looking at a different perspective but lacking in the supporting model [7]. Thus, despite there are study who speculate how popular Clubhouse would be. Currently, there are not a study which measure the acceptance in Clubhouse using an established model. And with that being the case, this study is conducted to research regarding Clubhouse acceptance factor using the Technological Acceptance Model. Usually, TAM model did not include Experience and Trend for the external factors. Seeing the huge phenomenon happened and the uniqueness of Clubhouse itself with the fact that Clubhouse is considered a "Social-Media" application, it is valid to Modified the TAM model and implement Experience and Trend as the external factors for this TAM. Thus, this study utilizes Technology Acceptance Model (TAM) as its base model to determine the acceptance factor in Clubhouse and thus able to give insight about what could affecting the Clubhouse acceptance to users in a different perspective.

Therefore, to prove the conjecture from the current phenomenon, the main purpose of this paper is to analyses and identify the acceptance factor for Clubhouse which employed with the Modified Technology Acceptance Model (M-TAM) using Experience and Trend as its main external factors which derived from the huge popularity spike that happens and also the feeling of similarities as well as the Experience felt when using Clubhouse since Clubhouse is categorized as a Social Media application.

## 2. LITERATURE REVIEW

### 2.1 Clubhouse As A Social Media

Media Social is being defined as a tool that people use for interacting between one and another

with many methods such as creating, sharing, and information exchange in a network or virtual communities [8]. Media Social also can be defined as an instrument which facilitates the use of communication, network or collaboration online [9].

Social Media has a unique characteristic compared to the other type of media. Some characteristics that the Social Media have is Interactivity, Entertainment, Informativeness, Customization [10].

The major differences between Clubhouse and other social media are Clubhouse have an Audio-based format which using the concept of Podcast inside their application thus differentiate between other social media application. The main differences also appears on how the users able to get inside Clubhouse, Clubhouse relies on their "Invitation" method which one of its unique point compared to other Social Media [11].

### 2.2 Technology Acceptance Model

The Technology Acceptance Model (TAM) is a theoretical model proposed by Davis in 1989 which has been employed in various research studies. TAM is presented as a model that is expected to describe the factors that can influence users in the use or acceptance of a new technology or system. The TAM model can include several external variables which can also be adjusted according to the object of research or research topic to be studied [12].

According to the theory, TAM model is able to show that there are external variables that affect two main user perceptions, namely perceived ease of use (PEOU) and perceived usefulness (PU) of a technology or system. PEOU in his research identified that it can directly affect PU. Both of these perceptions have a positive or negative attitude toward using technology. Attitudes towards use affect interest in use (behavioral intention to use) and how interest in the use of a technology can then determine the actual use of the system (actual system use). The TAM model can explain the acceptance-acceptance factor of an information technology with various points of view so that it can identify the acceptance factor of the easy acceptance of an information technology by the user. Also in the last 18 years, the use of the TAM research model is the most widely used research model as a research model to examine the adoption

process of a technology [13]. Figure 1 below shows the TAM Model.

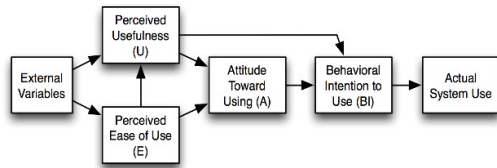


Figure 1 : Technology Acceptance Model

### 2.3 Technology Acceptance Model & Social Media

In some of the previous studies it is stated that TAM is the most widely used research model in predicting the level of acceptance of an information technology [14]. There are various studies which use TAM as its base model to identify the acceptance and actual usage of Social Media [15]–[17]. Wirtz & Getel use TAM model to identify that Perceived ease of use, perceived usefulness, and subjective norm is a viable variables for social media [17].

Tran & Vinh in their journal stated that PEOU and PU have a positive reaction to the acceptance for the Facebook [18]. As the result, this studies aims on examining the use of variables that being used in social media, which combined with the phenomenon factors which is Trend, and Experience Factors which derived as one of the acceptable variables in TAM [19], [20].

## 3. RESEARCH FRAMEWORK & HYPOTHESES

### 3.1 External Variables Modifiers

Externals Variables modifiers used in this study consist of 2 variables which Trend (T) and Experience (E)

#### 1) Trend

Trend can be defined as a movement (tendency) up or down in the long term, which is obtained from the average change over time [21]. The average of these changes can be increased or decreased. If the average change increases, it is called a positive trend or the trend has an upward trend. Conversely, if the average change decreases, it is called a negative trend or a trend that has a downward trend.

Trends that have a positive impact will certainly attract the interest of many people to follow the trend. Trends that occur in social media, or what is known as the Hype Train, can certainly be one of the variables that are thought to affect the acceptance of an application or social media, this

can be seen from the increasing trend which means that social media is a hot topic of conversation.

The current global phenomenon of Clubhouse itself had led the application to be one of the biggest hits in 2021. The huge spike in the Clubhouse popularity has led many social media experts to wonder, if Clubhouse can be the next big social media [7]. This huge upward trend could be one of the huge factors to determine a acceptance of a system or social media based on its supporting trend which led many users to download Clubhouse.

*H1:* Trend (T) directly affect the Acceptance of System (ACC) of Social Media.

*H2:* Trend (T) has an effect on the Perceived Usefulness (PU) of Social Media.

*H3:* Trend (T) has an effect on the Perceived Ease of Use (PEOU) of Social Media.

#### 2) Experience

According to Schmitt, defines experience as an event that has occurred as a result of responses from simulations or stimuli [22]. Experience can also be interpreted as a number of skills obtained through activities that have been done before. From this understanding, it can be concluded that experience is also one of the variables that can affect the user's perception of receiving a social media. This can be interpreted if a user gets a bad experience, it will affect the Perceived Ease Of Use and Perceived Usefulness of a social media. Experience can be use as one of the external factor which used to acknowledge an acceptance to a system [6]. Experience was also considered to be one of the viable variable which being used oftenly in studies [23].

Experience perceived to be a quite important externals factor considering the application that going to be analyze is a social media apps which a popular type of application. Experience play a huge important role to see how was the experience connected with the acceptance of the application, as well as how the similarities from the same type of application affect the total experience that a user experienced. Therefore, experience is decided to be one of the most important external factor to analyze the impact it had towards the acceptance of the Clubhouse application.

*H4:* Experience (E) has an effect on the Perceived Usefulness (PU) of Social Media.

*H5:* Experience (E) has an effect on the Perceived Ease of Use (PEOU) of Social Media.

### 3.2 Technology Acceptance Model Constructs

From the model, below are the correlation explained in detail.

#### 1) Perceived Ease of Use

The Perceived Ease of Use variable can be interpreted as a measure of user confidence in a similar technology. So, it can be easily understood or used [24]. This statement is supported by the opinion from Siang and Santoso, which states that ease of use can be seen from the point of view of how an individual can be interested in using a system that he considers easy to use [25]. Various studies indicated that PEOU is a viable variables to indicate the use of a specific system or social media [15]–[17], [26]. Previous studies also indicated that there is a significant correlation between Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) [27]–[31]. Therefore, the Hypotheses formulated is below

*H6:* Perceived Ease of Use (PEOU) has an effect on the Perceived Usefulness (PU) of Social Media.

Various studies also indicated that there is a significant correlation between Perceived Ease of Use (PEOU) and Attitude Towards Using (ATU) [32]–[34]. Therefore, the Hypothesis formulated is below

*H8:* Perceived Ease of Use (PEOU) has an effect on the Attitude Towards Using (ATU) of social media.

#### 2) Perceived Usefulness

Perceived usefulness is an assessment indicator to assess the extent to which a person's level of confidence in the use of a technology can improve its performance [24]. This perceived usefulness can be defined as a person's level of trust in a particular system with the hope that it can help improve his work performance in daily activities [35]. Perceived usefulness can also be used as a variable to measure the level of acceptance of the use of a social media application.

With the hope, the use of these variables can find out how important social media is in voicing the opinions of its users and their level of trust in helping daily activities. There are Various studies that indicated PEOU is a viable variable to indicate the use for a specific system or social media [18], [36]. Previous studies also indicated that there is a significant correlation between Perceived Usefulness (PU) and Attitude Towards Using (ATU) [32], [34], [37], [38]. Therefore, the hypothesis formulated is below

*H7:* Perceived Usefulness (PU) has an effect on the Attitude Towards Using (ATU) of social media.

#### 3) Attitude Towards Using

The attitude toward using indicator can be interpreted as how technology users view the application of a system that they want to implement [39]. This opinion is supported by Davis who also argues that Attitude toward using in a TAM model can be interpreted as a large user attitude towards the use of the system which can be in the form of acceptance or rejection because of someone who uses the technology in their daily work [24]. There are studies that indicate a correlation between Attitude Towards Using (ATU) and Acceptance of System (ACC) [32].

*H9:* Attitude Towards Using (ATU) has an effect on the Acceptance of System (ACC) of social media.

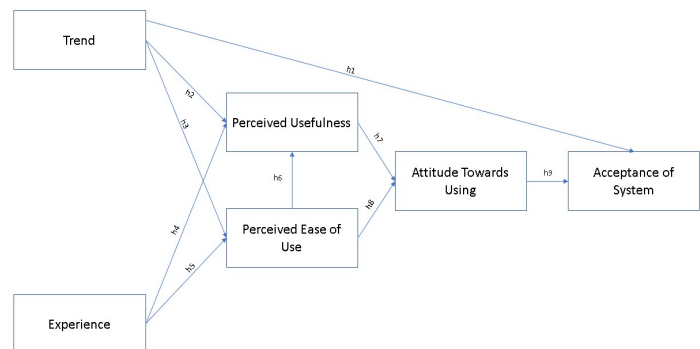


Figure 2 : Research Model

## 4. RESEARCH METHODOLOGY

### 4.1 Target Population

The Target population for this study is all Clubhouse user who lives in Indonesia and had using the Clubhouse application for at least 3 weeks. This study employs using the quantitative approach which throughout the data gathering, a questionnaire survey using Google Forms will be utilized. However, Clubhouse is a new application which just came booming in the Early 2021. Therefore, there aren't many statistical regarding the exact total population of its users who resides in Indonesia. Therefore, an alternative method is utilized, by referencing the total population of Clubhouse users in Indonesia through Clubhouse Indonesia Instagram account, therefore a total of 23.145 users are being recognize as the Indonesia Clubhouse users.

With the population being known, for this research the sampling method that will be used is Slovin sampling method. Using the Slovin purposive sampling method with the degree of freedom of 1%, the total sampling that needed to be

recognize is 99,6 which will be rounded up to 100 respondents.

## 4.2 Data Collection

The data collection period was carried out from May 2021 Until August 2021 among the Clubhouse user in Indonesia and had use Clubhouse for at least 3 weeks. Overall, there are 100 responses collected from different sources. From the picture below, participants had other social media with Line, WhatsApp as the most downloaded social media application. The data below reflects on how users despite other social media has, still download Clubhouse. This shows that even if Clubhouse labeled as a social media application, it's still provides unique experience towards its users. With this, most of the respondent has already other social media application experience when describing or answering the questionnaire who then further supports the experience external factor.

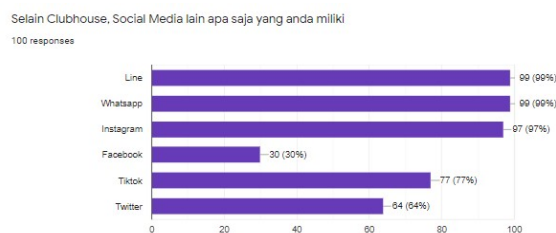


Figure 3 : Social Media Used Beside Clubhouse

## 4.3 Study Instrument

In order to test the Hypotheses presented in this study, the survey involved 23 items to measure the six constructs in the research model. Table 1 presents the number of items in each construct as well as the source for each construct which derived from the earlier studies.

Table 1 Variables Construct

Construct	Numbers of Items
Trend	2
Experience	3
Perceived Ease of Use	6
Perceived Usefulness	5
Attitude Towards Using	4
Acceptance of System	3

## 4.4 Survey Structure

To acquire the respondent answer, the questionnaire survey was developed and divided into 5 sections. The first section consists of questions regarding the respondent profile and other general information such as "how long have you play Clubhouse". The second section includes the item from Trend and Experience Variable the items were measured using a five-point Likert scale which 1 represents "Strongly Disagree" and 5 represents "Strongly Agree". The third section incorporate questions from the Perceived ease of Use and Perceived Usefulness items the questions were measured using a five-point Likert scale which 1 represents "Strongly Disagree" and 5 represents "Strongly Agree". The fourth section cover the item from Attitude Towards Using and Acceptance of Social Media the items were measured using a five-point Likert scale which 1 represents "Strongly Disagree" and 5 represents "Strongly Agree". And the Fifth section cover the information for the study.

## 5. RESULTS

### 5.1 Respondents Demographic Information

The percentage of female respondents was 75% while only 25% was males. Most of the respondents are below 18 years old with 90% percentage of the total respondents, while the rest of the respondents are ranging from 18 – 25 years old. This data shows that most of the respondent is females below 18 years old.

All of the respondents are in jabodetabek, with 62% resides in DKI Jakarta, 11% in Depok, 11% in Bekasi, and the rest resides in Bogor(7%) and Tangerang(9%). Thus supporting the scope given for the study which focuses at Indonesia country.

There are about 59% of the respondents has use Clubhouse for at least 3 weeks of using, while 20% of the respondents has at least playing for 4-6 weeks, 8% been using Clubhouse for 7-10 weeks, and 13% been using Clubhouse for more than 10 weeks.

Most of the respondent has Line (99%), Instagram (99%), and Whatsapp (97%) as their social media application besides Clubhouse, while Facebook is the least owned Social Media with 30% owned rate. This demographic shows on how most of the respondents despite have other social



media application still download Clubhouse as its other social media application.

77% of the respondents has heard Clubhouse from their friends, while 3% of the respondents heard it from family members or relatives, 17% has heard Clubhouse from the News, and the rest 3% are in others category which respectively from Social Media, Twitter, Tiktok. The result of this demographic shows on the effectiveness of Clubhouse “Invitation-only” method of gaining users. By invitation method, for the users to be invited to Clubhouse has ask their friend for their invitation or being invited by their friends.

## 5.2 Data Analysis

For this study, from the results of the data that has been collected, an analysis using the PLS-SEM approach will be applied for the model. SEM-PLS is a statistical method of Structural Equation Model which rather than assuming a common factor model structure, it draws on the composite model logic to represent reflective and formative of the measurement models, PLS-SEM also constitute a unique causal-predictive perspective towards SEM, which prioritize on utilize the predictive power of the selected model of choice [43]. The use of the method with the PLS approach can also be used to explain whether there is an influence between variables [44]. The selection of data analysis using SEM is because the sample size used is in accordance with the criteria possessed by SEM. That is, the sample size ranges from 100 - 400 for models that have indicators between 10 – 15.

## 5.3 Measurement Model Evaluation

In conducting this study to obtain primary data in the form of a questionnaire, it is necessary to test validity and test the reliability of the model. Testing the questionnaire and the model questions is needed to be able to identify the extent to which the accuracy and accuracy of an instrument is selected in order to produce data that is in accordance with what is being studied.

### 5.3.1 Convergent Validity

Validity comes from the word validity which means the extent to which the accuracy and accuracy of a measuring instrument in carrying out its size function. Validity can also be referred to as a measure that indicates that the variable being measured is indeed the variable to be studied by the

researcher [45]. Validity testing is an instrument used to measure whether the questionnaire is valid or not. In this study, the validity of the instrument is being validated using the Average Variance Extracted (AVE). According to the literature, if the If the result of the calculated AVE value is greater than 0.5 then it can be said to be valid. Table 2 shows the AVE validity results. In this study, the value for each item shown for the AVE value were greater than 0.5, which means that the Convergent Validity is confirmed. Other method to recognizing the indicator validity is using Outer Loading. Outer Loading method. An indicator is considered to be valid when the value is greater than 0.7. From the outer loading testing, there are several indicators below 0.7, thus the indicator taken out are follows PU2, PEOU2, and PEOU4.

Table 2 Average Variance Extracted Result

Variable	Average Variance Extracted Value (AVE)	Description
Trend	0.772	Valid
Experience	0.638	Valid
Perceived Ease of Use	0.603	Valid
Perceived Usefulness	0.631	Valid
Attitude Towards Using	0.669	Valid
Acceptance of the System	0.666	Valid

### 5.3.2 Reliability Test

The reliability test in this study was carried out with the aim of determining whether each research instrument was reliable or not. Furthermore, whether a data is reliable can be seen from the resulting alpha coefficient, if the alpha coefficient is close to 1 then the questions in the questionnaire are considered to have high reliability. The reliability test will be conducted using the Cronbach's Alpha, if the variable obtained an alpha value > 0.7 then the variable could be said to be a reliable instrument. The result for the Cronbach's Alpha and Composite Reliability can be seen at Appendix A.

Other measures used for determining the reliability for this study is Cross Loading (See Appendix B). Cross Loading analysis result also

proven to be quite clear that the higher number contains in the respective items. However, from the testing PU3 was proven to be not reliable, therefore it is taken out from the list of indicators.

#### 5.4 Structural Model Evaluation

##### 5.4.1 Determinant Coefficient

Coefficient Determination ( $R^2$ ) measures the variance which involved in the designated endogenous construct which used to measure the model explanatory power [46]. R-Squares values of 0.75, 0.50 and 0.25 can be concluded that the model has substantial, moderate and weak relevance.

##### 5.4.2 Effect Size

Effect size ( $f^2$ ) is used to find out how much influence is given between exogenous variables on endogenous variables. If, the value of effect size ( $f^2$ ) of  $\geq 0.02$ ,  $\geq 0.15$ , and  $\geq 0.35$  represents the magnitude of the influence of the exogenous variables given as small, medium, and large [47].

##### 5.4.3 Predictive Relevance

Predictive Relevance ( $Q^2$ ) is used to indicates if the PLS-SEM predictions would outperform the benchmark. If a  $Q^2$  value is larger than zero, it indicates the PLS has its predictive values [46].

#### 5.5 Path Analysis

To validate and analyze the hypothesized which developed in the model, the path coefficient analysis has been established. The process was made to run a bootstrapping to obtain the necessary information. In this study, a total of 500 subsamples were used, followed by Two-Tailed t-test was employed in this study, with the significance level of 0.05, which requires a t-value  $> 1.945$ . The hypotheses testing results summarized in the table x. In summary, seven out of nineteen hypotheses were supported. The hypotheses which supported is as follows H3,H4,H5,H6,H7,H8,H9.

The bootstrapping result showed that ATT is significantly influencing the ACC ( $x = 0.000$ ,  $p < 0.05$ ) thus, reinforce hypothesis H9. Experience showed to have some effect on PEOU ( $x = 0.005$ ,  $p < 0.05$ ) and PU thus supporting the Hypothesis H4 and H5 Respectively. PEOU showed to have some effect on ATT and PU thus supporting the Hypothesis H6 and H7 Respectively. PU showed to have some effect on ATT thus reinforce Hypothesis H8. Based from the bootstrapping results, Trend seems to showed some effect on PEOU, but didn't have any influence on ACC and PU.

#### 6.DISCUSSION

Clubhouse has developed a well-built application which acknowledge from how the users have a well-pleasant experience when using clubhouse. This was proven with how in general descriptive analytic, most of the respondent agree with the question given regarding their pleasant experience, feeling, and other factor that affects the use of Clubhouse. It is found from this study that Experience has more influence on the acceptance of Clubhouse rather than Trend, as it was proven in table V which shown that out of 9 Hypothesis created, there are 2 Hypothesis which was rejected, and it was between Trend with Acceptance of System and Trend with Perceived Usefulness (See Appendix C).

From the result of this study, in terms of the External Factors it is shown that Trend play quite a significant role to Perceived Ease of Use, which was agreed upon how the trend happen in Clubhouse which was caused by famous people such as Elon Musk the CEO of Tesla, who's then the user use sees on how easy Elon Musk manage to use it. However, from the result of the analytic, it was shown that Trend have no impact regarding the Perceived Usefulness of Clubhouse as well as the Acceptance of the Clubhouse itself. This can be seen as the main motivation the Clubhouse users first download Clubhouse because of the Trends.

Many users downloaded clubhouse because they want to be in the Clubhouse Room with the Celebrities thus did not see the main purpose of the application. With that being said most of the users did not see the Unique Usefulness that Clubhouse given when their join the Trend, instead what they see is how easy it was to actually be in a room with their celebrities thus the reason why trend has effect on Perceived Ease of use on Clubhouse. The rising trend that the Clubhouse has present also did not effect on how the users immediately use Clubhouse as their social media application.

The other External Variable that involved in this study is Experience which cover on how pleasant their experience when using clubhouse, and how it has some similarity, which clubhouse also falls into the category of social media application. From the hypothesis testing, it is found that Experience is impacting both Perceived

Usefulness and Perceived Ease of Use. However, it is shown that Experience has larger impact towards Perceived Ease of Use rather than Perceived Usefulness. The familiar and pleasant experience that the users felt during the use of other similar Social Media type of application has led to easier use of the Clubhouse. The Clubhouse UI also support on how ease for the user to actually mastering the application. It is shown that from the Questionnaire given regarding the experience and how the interface of the application, based on the descriptive analysis, with the average score of 4, which settles on the category of “Agree” means that the Clubhouse interface are easy to master and pleasant to eyes. Some previous studies shows that Experience are impacting both Perceived Ease of Use and Perceived Experience

Most of the respondent also stated that they have other Social Media thus supporting the familiarity feeling that they have when using Clubhouse. Despite having lesser impact, Experience also had impact towards Perceived Usefulness. From the study conducted, it is founded that despite Clubhouse identified as a Social Media, it brings to a whole new Type of Social Media as well as Experience and the unique benefits that Clubhouse tries to deliver. These unique benefits are overshadowed by the fact that many users came for Clubhouse because of the Trend that the celebrities participated upon. The familiarity feeling as well as the purpose of the Clubhouse which supports an easier Networking become the main purpose of the Perceived Usefulness that users felt for the first time using.

The next variable is the variable construct which inside the TAM model. From the Hypothesis Testing it is found that Perceived Ease of Use has quite a medium effect towards Perceived Usefulness, which was also supported that the easier it was for a user to actually use the application, supports on how it tries to deliver the unique benefits it's given. In the clubhouse case, a good UI and UX are heavily needed in order to make the user felt comfortable when using Clubhouse, thus the users without using too much force or effort can directly feel the unique benefits that Clubhouse tries to deliver. Perceived Ease of Use also has a medium effect towards Attitude Towards Using, this result suggests that the more comfortable the user using Clubhouse the more positive the attitude the user have towards Clubhouse to keep using it.

Previous studies also shows that there's a positive relationship between Perceived Ease of Use and Attitude Towards Using. Perceived Usefulness also be seen to have a medium effect to Attitude Towards Using. The result of this study suggests that, the more the user of the Clubhouse feel the unique purpose that Clubhouse given, the more positive their Attitude when using Clubhouse. When the user believe that the Clubhouse is useful and making them easier to connect with others, their Attitude towards Using Clubhouse will have a much positive impact.

This positive impact that cause by how the user manage to feel the usefulness as well as the easy to master, has eventually led a humongous positive impact between Attitude Towards Using and Acceptance of System. The result from this study is that fact that when the user who has experience a social media application before, can led to a higher realization for the purpose of Clubhouse as well as the easy to manage. Thus, impacting on their positive attitudes towards the application and consequently, the more they use Clubhouse the higher means their positive attitudes towards it and thus their Acceptance Towards the Application is projected.

Overall, given the modification of the TAM model itself using a unique modificatory factor which is Trend whose Clubhouse is currently known to be quite phenomenal [4] has shown that Clubhouse only benefitted on its first release, thus relying on the function as well as the UI and the UX of the application. However, there are a lot of other factors need to be considered to determine other factor that might give positive impact towards Clubhouse. Thus, recognizing these factors on what affecting a new type of social media which might emerging in the future could be quite important to help the capability of other researchers in finding out which factor that could actually help dramatically in supporting an acceptance towards a new system or a new social media.

## 7.IMPLICATION

The result from this study reinforces the use of TAM combined with additional external factors which added to the model. The result of this study offers a unique perspective that include “Trend” as one of the unique external factors which unusually implemented as one of the factors for a system acceptance, this study in result, provides



several recommendations to Clubhouse which in hope could make Clubhouse or similar type of social media to strive even more in the future.

### 7.1 Clubhouse

First, looking from the phenomenon, Clubhouse has utilized the trend quite well. However, in the long run it is recommended that Clubhouse need to use the phenomenon or Trend that is currently ongoing and trying to correlate the application with the respective trend. Clubhouse can also create new trends such as inviting other public figures to give speech and therefore increasing interaction and possibly attracting new users.

Second, the current unique experience of the new social media concept which combines with the concept of “Podcast” has certainly gives a whole new vibes and attractiveness. Clubhouse users has certainly felt pleasant when using the Clubhouse as its one of the many choices of social media. However, in the long run it is quite necessary for clubhouse to run several surveys in the future to make sure the pleasant experience that it has bring to be kept on a certain level of satisfaction. With the still ongoing development of clubhouse, clubhouse need to be aware of how the result of the development in the future. Clubhouse need to make sure that the development can kept the users to felt comfortable enough with the whole application.

Third, Clubhouse should maintain the consistency of their UI and UX style with the collaboration of easily accessing the main features of the clubhouse. This ongoing trend can be used as a means to evaluate whether the current UI display has a good value.

Fourth, Clubhouse need to enhance their performance time application to remain optimal considering the high number of users who uses the Clubhouse application. Not only that, but the perceived uniqueness must also be improved more so that the usability to be conveyed to users can be felt in a unique and interesting method.

Fifth, Clubhouse need to their way on delivering information to either clubhouse users and potential clubhouse application users a well informed and clear application information is linked with the perceived ease of use which affect the positivity of the attitude towards using.

Sixth, Clubhouse need to provide a unique innovation that are still in accordance with the characteristics of the Clubhouse itself. Clubhouse is also expected to increase the participation of clubhouse application users by organizing an event that involves clubhouse application users such as a seminar based on self-development or as an exclusive talk-show event through this Clubhouse application to attract attention to from its users and potential users.

## 8.LIMITATIONS AND FUTURE RESEARCH

The results that this study bring were quite interesting and play quite a role in identifying and researching a little bit regarding the new type of Social Media which is Clubhouse. However, this study still had some limitations. First, by the time that this study conducted, there is not many journals that talks about Clubhouse, thus some of the material here are being taken and referenced from other social media beside Clubhouse. Further research should be conducted towards Clubhouse in a more complete references to keep the integrity of this study in the future. Second, the model that this study suggests is Modified TAM which added 2 external factors. Therefore, it is suggested that in the future when researching Clubhouse as it's object, use another type of model such as GETAMEL or any model that related to technology acceptance. Third, the sample that this study has is limited to 100 respondents.

However, at the time this study is conducted, there isn't any data sources that present how many Clubhouse users in Indonesia. Therefore, it is for further research a much larger sample is certainly needed. Fourth, this study used Indonesia resident as its target respondent, thus should not be use as a reference to describe a characteristic of a population to a country outside Indonesia. The results might be different when a different country population involved.

## 9.CONCLUSIONS

With the rise of Clubhouse, which cause a huge uptrend in the early 2021 has surely make a new phenomenal trend. With that being the case, it is profoundly quite interesting to study if Trend and Experience as the modifier using TAM as its base model has any effect towards the acceptance of Clubhouse.

Based on the findings taken from 100 sample that is located in Indonesia, it is shown that there are 2 hypotheses give small impact and other seven hypotheses which have a huge impact towards the Acceptance of System. From the hypothesis testing, it is concluded that Acceptance of System is not affected by Trend. However, instead Acceptance of System hugely affected by Attitude Towards Using, which also affected by perceived Ease of Use and Perceived Usefulness. Take note that, Attitude Towards Using along with Perceived Ease of Use and Perceived Usefulness is play a role as the Mediating Variable which affected by Trend and Experience. Besides the hypothesis testing conducted, from the respondent demographic, it is shown that despite having other social media, people still download Clubhouse since the popularity supported by public figure is giving a huge influence. However, even though the influence is great, it is not affecting the acceptance of the clubhouse directly.

The user needs to use the application which then decides they'll use Clubhouse frequently. This rising phenomenon is great for Clubhouse to promote their application, however the trend itself doesn't have a direct correlation with the acceptance of the user when using the application. In the end, how the UI/UX and functionality of the application decides the acceptance of the application.

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**APPENDIX A***Table 3 : Cronbach's Alpha & Composite Analysis*

Construct	Cronbach's Alpha	Composite Reliability	Description
Acceptance of System	0.748	0.857	Cukup Memuaskan (Sufficient Reliability)
Attitude Towards Using	0.835	0.890	Cukup Memuaskan (Sufficient Reliability)
Experience	0.715	0.841	Cukup Memuaskan (Sufficient Reliability)
Perceived Ease of Use	0.780	0.859	Cukup Memuaskan (Sufficient Reliability)
Perceived Usefulness	0.823	0.872	Cukup Memuaskan (Sufficient Reliability)
Trend	0.705	0.871	Cukup Memuaskan (Sufficient Reliability)

**APPENDIX B***Table 4 : Cross-Loading Analysis*

	Acceptance of System	Attitude Towards Using	Experience	Perceived Ease of Use	Perceived Usefulness	Trend
ACC1	0.826	0.710	0.553	0.608	0.684	0.507
ACC2	0.851	0.674	0.570	0.619	0.675	0.433
ACC3	0.770	0.704	0.578	0.632	0.696	0.467
ATU1	0.726	0.857	0.522	0.623	0.589	0.470
ATU2	0.785	0.795	0.577	0.662	0.703	0.558
ATU3	0.683	0.838	0.500	0.690	0.609	0.509
ATU4	0.581	0.779	0.447	0.635	0.600	0.489
E1	0.541	0.475	0.831	0.567	0.437	0.544
E2	0.554	0.442	0.770	0.567	0.529	0.554
E3	0.566	0.583	0.793	0.604	0.526	0.646
PEOU1	0.596	0.628	0.596	0.774	0.570	0.614
PEOU3	0.592	0.578	0.580	0.745	0.674	0.599
PEOU5	0.585	0.651	0.539	0.807	0.457	0.563
PEOU6	0.584	0.625	0.539	0.778	0.591	0.590
PU1	0.703	0.587	0.503	0.588	0.889	0.508
PU4	0.729	0.707	0.517	0.577	0.832	0.519
PU5	0.728	0.675	0.585	0.733	0.856	0.542
T1	0.535	0.524	0.703	0.638	0.552	0.879
T2	0.479	0.568	0.583	0.704	0.522	0.879



**APPENDIX C***Table 5 : Hypothesis Testing Result*

Hypothesis	Path	Original Sample	T-Statistics	P-Value	Characteristics
H1	Trend -> Acceptance of System	0.075	1.088	0.277	Rejected
H2	Trend -> Perceived Usefulness	0.033	0.226	0.821	Rejected
H3	Trend -> Perceived Ease of Use	0.498	4.600	0.000	Accepted
H4	Experience -> Perceived Usefulness	0.172	2.050	0.041	Accepted
H5	Experience -> Perceived Ease of Use	0.363	2.792	0.005	Accepted
H6	Perceived Ease of Use -> Perceived Usefulness	0.592	4.629	0.000	Accepted
H7	Perceived Usefulness -> Attitude Towards Using	0.389	2.261	0.024	Accepted
H8	Perceived Ease of Use -> Attitude Towards Using	0.510	3.534	0.000	Accepted
H9	Attitude Towards Using -> Acceptance of System	0.808	7.020	0.000	Accepted