



USER INTERACTION IN CISCO WEBEX APPLICATION BUILDING CUSTOMER ENGAGEMENT BEHAVIOR (CASE STUDY OF STUDENT EXCHANGE PROGRAM INDONESIA-MALAYSIA)

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Abstract

The rapid pace of technological advancement is significantly influencing the global digital landscape. The emergence of the COVID-19 pandemic has revolutionized our communication methods, leading to a shift from in-person to online interactions. This transition has necessitated using various platforms such as Cisco Webex, Zoom, and Google Meet for educational and meeting activities. A study was conducted to investigate the subscription behaviour of users towards the Cisco Webex application. Employing an exploratory, descriptive approach and qualitative methods, the research focused on students at the Faculty of Economics and Business at Pakuan University, including Malaysian exchange students. A purposive sample of ten students participated in the study, providing data through interviews. The findings revealed that environmental factors influenced all ten respondents, constituting 100% of the participants.

Keywords: Customer Engagement Behavior, Consumer preferences, Cisco Webex.

INTRODUCTION

The rapid advancement of technology has significantly impacted the digital world. The global response to the coronavirus or Covid-19 has led to a fundamental shift from in-person to online communication. This transition has created a demand for tools like video conferencing applications, including widely used platforms like Google Meet, Zoom, and Cisco Webex Meeting.

Cisco's Webex Meeting, an online platform, enables remote communication through images and videos. It prioritizes security through an end-to-end encryption system. This platform offers a free version for students and small organizations, while schools, large organizations, and companies utilize the paid version.

Webex experienced substantial success during the pandemic, with over 4.2 million daily users and 240,000 new registrations in just 24 hours. The platform facilitated over 4.2 million online meetings in a single day and over 14 billion online meeting minutes in March alone. However, as many countries gradually ease restrictions due to declining COVID-19 cases, the future usage of Webex may face changes.

Access to the Cisco Webex Meeting application requires a stable internet connection and an adequate device for optimal functionality. The increase in usage during the pandemic, particularly among students, may not be consistent across all educational institutions or environments.

Marketing management involves planning, implementing, and controlling marketing activities to achieve organizational goals effectively. User preference refers to consumers' tendencies or attitudes towards product or service choices. Consumer behaviour is guided by the desire to achieve goals and includes the awareness and feelings experienced during product or service use, often

driving companies to develop new market offerings. Indeed, here is the rephrased text:

The current rapid technological advancement has profoundly impacted the digital world. The world is grappling with the effects of the coronavirus or COVID-19, prompting a shift from in-person to online communication. Online communication necessitates tools such as video-conferencing applications. Like Google Meet, Zoom, and Cisco Webex Meeting. Cisco's Webex Meeting, an online platform, facilitates remote communication through images and videos, with an end-to-end encryption system for security. The free version caters to students and small organizations, while schools, large organizations, and co-companies utilize the paid version.

Webex has succeeded during the pandemic, with over 4.2 million daily users and 240,000 new registrations in 24 hours. It supported over 4.2 million online meetings daily and over 14 billion online meeting minutes in March alone. However, with many countries relaxing restrictions due to declining COVID-19 cases, the future usage of Webex may be impacted. To access the Cisco Webex Meeting application, a good internet connection and an adequate device are essential for smooth operation. The increase in usage during the pandemic, especially among students, may not be universal in all educational institutions or environments.

Marketing management involves planning, implementing, and controlling marketing activities to effectively achieve organizational goals. User preference refers to consumers' tendencies or attitudes toward product or service choices. Lastly, consumer behaviour is guided by the desire to achieve goals and includes the awareness and feelings experienced during product or service use. Often prompts companies to develop new market offerings.

METHOD

Miles and Huberman Model of Analysis

Data analysis occurs during and after data collection within a certain period. During the interview, the researcher analyzes the answers to the questions. If the interview answer feels unsatisfactory after being analyzed, the researcher will continue the question until a particular stage is reached and the data is considered credible.

Credibility test

Credibility testing is a test of trust in qualitative research data. This credibility test has two functions: the first is to test the data being studied to reach the desired level of confidence, and the second is to show the level of trust by proving many of the facts learned.

NVivo

NVivo is one of the computer-aided qualitative data analysis (CAQDAS) software developed by QSR International (Melbourne, Australia). The software enables qualitative research beyond

coding, sorting and retrieving data. NVivo is also designed to allow researchers to place Hyperlinks to other files (e.g. audio, video image files, web pages) in documents to capture conceptual relationships observed during analysis.

RESULTS AND DISCUSSION

Use of Cisco Webex Meeting Application in Studies

Cisco Webex meetings in teaching and learning activities for student exchange students of the Faculty of Economics and Business, Pakuan University, with the University of Malaysia Terengganu, run for four months, from April to July. The purpose of holding this student exchange is to share information and expand knowledge. The features provided by Cisco Webex during online learning include explicit Video and Audio features, virtual meeting room information, recording status information, Setup Priority View, Screen button, Speaker button, Mute button, turn on or off camera button, meeting participant information, as well as some of the superior features provided by Cisco Webex, namely Remove Background Noise, Share Content, Polling, Virtual Background, and Setup Layout View. These features support the learning process. The security provided by Cisco Webex meetings is also very reliable, making respondents feel satisfied with the facilities provided by Cisco Webex.

User Preferences of Cisco Webex Meeting:

1. Quality of Products sold:

a. Completeness of features on Cisco Webex:

Based on the data processing results, 10 or 100% of respondents answered that the features are complete. This indicates that respondents feel Cisco Webex provides satisfactory completeness. Respondents enjoy the completeness of the features in the Cisco Webex application when using it. Completeness is more apparent, starting from HD video quality. It is essential when learning occurs, and clear video quality makes the activity go well.

2. Quality of Service Provided:

a. The process of video conferencing activities using the Cisco Webex application is very smooth or experiencing problems during use.

Based on data processing results, 9 or 90% of respondents answered smoothly during the activity, and 1 or 10% responded not smoothly or less smoothly. The interference that respondents experienced was caused by a wrong signal, which significantly impacted the progress during the meeting activities; the problem had nothing to do with Cisco Webex but was a problem from the provider.

b. Are the Cisco Webex application settings elementary and complete, as you expect?

Based on the data processing results, 10 or 100% of respondents answered that the settings in the Cisco Webex application are easy and complete as expected. It indicates that consumers are satisfied with the settings found in the Cisco Webex application during meeting activities.

3. Product price:

a. Does using the Cisco Webex Application cost a lot?

Based on the data processing results, 10 or 100% of respondents answered that data usage in the Cisco Webex application is not expensive or requires excessive data usage. Price becomes a problem when it is costly because students usually look for applications that consume little data or cost much; this makes Cisco Webex suitable for online learning media because the price is relatively low and does not cost much.

4. Ease of accessing the product:

a. Is the Cisco Webex application download process easy according to consumer expectations?

Based on the data processing results, 10 or 100% of respondents answered that the Cisco Webex application download process was easy and took little time. It indicates that the Cisco Webex meeting application does not provide difficulties when respondents make the download, and there are no obstacles that cause the download to be interrupted or longer than other applications.

5. Security in shopping:

a. In your opinion, what is the security level when using the Cisco Webex application?

Based on data processing results, 10 or 100% of respondents answered that security is better than other applications and that they have never experienced data leaks when using Cisco Webex. Indicates that this application has been successful in terms of the protection provided to each user so far. With perfect security, there will be no user data leakage of essential data or information for each user, and no other unknown participants will participate in meeting activities. It provides its users with good security and a sense of security when using the application.

Cisco Webex Application Subscription Behavior:

1. Product Quality Evaluation:

a. Do you often update the software in the Cisco Webex application?

Based on data processing results, 9 or 90% of respondents answered never, while 1 or 10% answered ever. After the validity test, it can be concluded that using media during Cisco Webex activities affects software updates; 10% of respondents use a mobile phone instead of a desktop, causing differences.

b. Have you ever sent criticism or suggestions to the Cisco Webex application?

Based on the data processing results, it can be concluded that 10 or 100% of respondents have never sent criticism or suggestions to Cisco Webex.

CONCLUSION

Based on the description in the discussion, Cisco Webex has complete features to support teaching and learning needs. The preference for using the Cisco Webex application is quite suitable for its users. However, respondents indicated they would not subscribe to it because the Pakuan University environment did not use it as a learning medium. Therefore, respondents only use Cisco Webex when student exchange activities take place. According to respondents, Cisco Webex is a perfect application. However, because the Pakuan University environment uses other application platforms for learning media, Cisco Webex is a foreign application that the Pakuan University environment must recognize.

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