

ABSTRAK

Perkembangan *Artificial Intelligence* (AI) telah mendorong lahirnya fitur AI Magic Studio pada aplikasi Canva untuk membantu menghasilkan desain secara lebih cepat dan efisien. Namun, berdasarkan fenomena di lapangan pada mahasiswa Universitas Amikom Purwokerto, hasil desain yang dihasilkan fitur AI Magic Studio belum sepenuhnya sesuai dengan kebutuhan pengguna, ini dibuktikan dengan 80 persen responden menyatakan masih perlu pengeditan ulang setelah menggunakan fitur tersebut. Kondisi ini menunjukkan bahwa kegunaan yang ditawarkan fitur tersebut belum sepenuhnya dirasakan pengguna. Penelitian ini bertujuan untuk menganalisis pengaruh *perceived ease of use* terhadap *perceived usefulness*, pengaruh *perceived ease of use* terhadap minat penggunaan, pengaruh *perceived usefulness* terhadap minat penggunaan, serta pengaruh simultan kedua variabel terhadap minat penggunaan fitur AI Magic Studio aplikasi Canva. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei terhadap 96 mahasiswa Universitas Amikom Purwokerto yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear sederhana dan regresi linear berganda dengan bantuan IBM SPSS. Hasil penelitian menunjukkan bahwa *perceived ease of use* berpengaruh positif terhadap *perceived usefulness*, *perceived usefulness* berpengaruh positif terhadap minat penggunaan. Sedangkan *perceived ease of use* tidak berpengaruh terhadap minat penggunaan. Selain itu, kedua variabel secara simultan berpengaruh terhadap minat penggunaan dengan nilai koefisien determinasi sebesar 42,4 persen. Temuan penelitian mengindikasikan bahwa *perceived usefulness* merupakan faktor yang lebih dominan dalam membentuk minat penggunaan dibandingkan *perceived ease of use*. Hasil penelitian diharapkan dapat menjadi referensi bagi ilmu pengetahuan, mahasiswa, perguruan tinggi, dan peneliti selanjutnya dalam kajian mengenai penerimaan teknologi desain berbasis AI menggunakan *Technology Acceptance Model* (TAM).

Kata Kunci: AI Magic Studio, Canva, *Perceived Ease of Use*, *Perceived Usefulness*, Minat Penggunaan.

ABSTRACT

The development of Artificial Intelligence (AI) has driven the introduction of the AI Magic Studio feature in the Canva application to support faster and more efficient design creation. However, based on observations among students at Universitas Amikom Purwokerto, the designs generated by AI Magic Studio have not fully met users' needs. This is evidenced by 80% of respondents stating that the generated designs still required further editing after using the feature. This condition indicates that the usefulness offered by the feature has not been fully perceived by users. This study aimed to analyze the effect of perceived ease of use on perceived usefulness, the effect of perceived ease of use on intention to use, the effect of perceived usefulness on intention to use, and the simultaneous effect of both variables on the intention to use the AI Magic Studio feature in the Canva application. This study employed a quantitative method with a survey approach involving 96 students of Universitas Amikom Purwokerto selected through purposive sampling. Data were collected using a questionnaire and analyzed through simple linear regression and multiple linear regression with IBM SPSS. The results showed that perceived ease of use had a positive effect on perceived usefulness, while perceived usefulness had a positive effect on intention to use. In contrast, perceived ease of use had no effect on intention to use. Furthermore, both variables simultaneously affected intention to use, with a coefficient of determination of 42.4 percent. These findings indicate that perceived usefulness is a more dominant factor in shaping intention to use than perceived ease of use. The findings are expected to serve as a reference for academics, students, higher education institutions, and future researchers in studies on the acceptance of AI-based design technology using the Technology Acceptance Model (TAM).

Keywords: AI Magic Studio, Canva, Perceived Ease of Use, Perceived Usefulness, Intention to Use. **Keywords:** one, two, three, four, five