

ABSTRAK

Perkembangan teknologi digital telah mendorong pelaku usaha Mikro, Kecil dan Menengah (UMKM) untuk memanfaatkan *Artificial intelligence* dalam mendukung kegiatan usaha. *Artificial intelligence* hadir sebagai sarana pendukung kegiatan pemasaran dan operasional usaha yang dinilai cepat dan efisiensi, termasuk pada pelaku UMKM di Purwokerto Utara. Namun, penerimaan ini dipengaruhi oleh beberapa faktor seperti manfaat yang dirasakan, kemudahan penggunaan, sikap pengguna, serta niat untuk menggunakan secara berkelanjutan. Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived usefulness* dan *Perceived Ease of Use* pengaruh terhadap *Attitude toward using*, pengaruh *Attitude Toward Using* terhadap *Behavioral Intention to Use*, serta Pengaruh *Behavioral intention to use* terhadap *Actual Use* dalam penggunaan *Artificial intelligence* pada pelaku UMKM Purwokerto Utara. Penelitian ini menggunakan pendekatan kuantitatif. Sampel penelitian berjumlah 96 pelaku UMKM Purwokerto Utara yang ditentukan menggunakan rumus Slovin. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan bantuan SPSS. Hasil penelitian menunjukkan bahwa *Perceived usefulness* berpengaruh terhadap *Attitude Toward Using*. *Perceived Ease of Use* tidak berpengaruh signifikan terhadap *Attitude toward using*, *Attitude toward using* berpengaruh signifikan terhadap *Behavioral intention to use* berpengaruh terhadap *Actual Use*. Temuan ini menunjukkan bahwa sikap dan niat penggunaan *Artificial intelligence* pada pelaku UMKM Purwokerto lebih dipengaruhi manfaat yang dirasakan dibanding kemudahan penggunaan dinilai cepat dan efisiensi.

Kata kunci: *Artificial intelligence*, *Technology Acceptance Model*, UMKM, *Attitude toward using*, *Behavioral Intention to Use*

ABSTRACT

The development of digital technology has encouraged Micro, Small, and Medium Enterprises (MSMEs) to utilize Artificial intelligence (AI) in supporting their business activities. AI serves as a tool that facilitates marketing and operational activities in a fast and efficient manner, including among MSME actors in North Purwokerto. However, the acceptance of this technology is influenced by several factors, such as Perceived usefulness, ease of use, user attitude, and the intention to continue using it. This study aims to analyze the effect of Perceived usefulness and Perceived Ease of Use on Attitude toward using, the effect of Attitude toward using on Behavioral Intention to Use, and the effect of Behavioral intention to use on Actual Use of AI among MSME actors in North Purwokerto. This study employed a quantitative approach. The research sample consisted of 96 MSME actors in North Purwokerto, determined using the Slovin formula. Data were collected through questionnaires and analyzed using simple and multiple linear regression with the assistance of SPSS. The results indicate that Perceived usefulness has a significant effect on Attitude toward using, whereas Perceived Ease of Use has no significant effect. In addition, Attitude toward using has a significant effect on Behavioral Intention to Use, and Behavioral intention to use has a significant effect on Actual Use. These findings suggest that MSME actors' attitudes and intentions to use Artificial intelligence are more strongly influenced by Perceived usefulness than by ease of use.

Keywords: Artificial intelligence, Technology Acceptance Model, MSMEs, Attitude toward using, Behavioral Intention