

INTISARI

Inovasi teknologi berkembang dan sangat berpengaruh terhadap pekerjaan. Pemanfaatan chatbot dikembangkan oleh Artificial Intelligence dalam proses menyelesaikan pekerjaan. Tujuan dibangunnya AI selain memahami kecerdasan juga membangun sistem cerdas serta dapat membantu menyelesaikan pekerjaan manusia dengan lebih cepat dan efisien. Berdasarkan hasil survei Populix terhadap 530 responden pekerja dan pengusaha di Indonesia, hampir setengah atau 45% pekerja dan pengusaha di Indonesia telah menggunakan aplikasi AI. Dilaporkan ChatGPT menjadi aplikasi AI generatif yang paling banyak digunakan dengan 52% responden telah menggunakannya. Penelitian ini bertujuan untuk menganalisis faktor yang mempengaruhi penerimaan ChatGPT dengan mengadopsi Technology Acceptance Model (TAM) dan DeLone & McLean, serta tambahan eksternal variabel yaitu variabel Personal Competence, Perceived AI Trust, dan Perceived AI Enjoyment. Model konseptual yang diusulkan terdiri dari variabel System Quality, Information Quality, Service Quality, Personal Competence, Perceived AI Trust, Perceived Ease of Use, Perceived AI Enjoyment, Attitude Toward Using, Behavioral Intention to Use, dan Actual System Use. Sampel yang digunakan dalam penelitian ini sebanyak 233. Data dianalisis menggunakan teknik Structural Equation Modeling-Part Least Square (SEM-PLS) dengan software SmartPLS 3. Hasil dari penelitian ini menunjukkan bahwa model yang diusulkan memiliki ketepatan sebesar 61,9%. System Quality, Information Quality, dan Service Quality berpengaruh positif dan signifikan terhadap Perceived Ease of Use. Personal Competence, Perceived AI Trust, Perceived Ease of Use, dan Perceived AI Enjoyment berpengaruh positif dan signifikan terhadap Attitude Toward Using. Attitude Toward Using berpengaruh positif dan signifikan terhadap Behavioral Intention to Use. Behavioral Intention to Use berpengaruh positif dan signifikan terhadap Actual System Use.

Kata kunci: ChatGPT, TAM, DeLone & McLean

ABSTRACT

Technological innovation is developing and has a significant impact on work. The use of chatbots is developed by Artificial Intelligence in the process of completing tasks. The purpose of building AI, besides understanding intelligence, is also to create intelligent systems that can help complete human tasks more quickly and efficiently. Based on the results of a Populix survey of 530 workers and entrepreneurs in Indonesia, nearly half or 45% of workers and entrepreneurs in Indonesia have used AI applications. It was reported that ChatGPT is the most widely used generative AI application, with 52% of respondents having used it. This research aims to analyze the factors influencing the acceptance of ChatGPT adopt the Technology Acceptance Model (TAM) and DeLone & McLean, as well as additional external variables, namely Personal Competence, Perceived AI Trust, and Perceived AI Enjoyment. The proposed conceptual model consists of the variables System Quality, Information Quality, Service Quality, Personal Competence, Perceived AI Trust, Perceived Ease of Use, Perceived AI Enjoyment, Attitude Toward Using, Behavioral Intention to Use, and Actual System Use. The sample used in this study consisted of 233. Data were analyzed using the Structural Equation Modeling-Part Least Square (SEM-PLS) technique with SmartPLS 3 software. The results of this study indicate that the proposed model has an accuracy of 61.9%. System Quality, Information Quality, and Service Quality have a positive and significant impact on Perceived Ease of Use. Personal Competence, Perceived AI Trust, Perceived Ease of Use, and Perceived AI Enjoyment have a positive and significant impact on Attitude Toward Using. Attitude Toward Using has a positive and significant effect on Behavioral Intention to Use. Behavioral Intention to Use has a positive and significant effect on Actual System Use.

Keywords: ChatGPT, TAM, DeLone & McLean