

ABSTRAK

Perkembangan *Artificial Intelligence* (AI), khususnya berbasis *Large Language Model* (LLM), semakin dimanfaatkan sebagai alat bantu dalam aktivitas *trading forex*. Namun, pemanfaatan AI pada komunitas trader Purwokerto masih belum konsisten, sehingga terdapat kesenjangan antara potensi manfaat AI dan niat *trader* untuk menggunakannya. Selain itu, penelitian terdahulu menunjukkan hasil yang belum konsisten mengenai pengaruh *attitude*, *subjective norm*, dan *perceived behavioral control* terhadap *behavioral intention* penggunaan AI. Penelitian yang secara khusus mengkaji konteks penggunaan AI dalam *trading forex* pada komunitas *trader* Purwokerto juga masih terbatas. Penelitian ini bertujuan menganalisis pengaruh *attitude*, *subjective norm*, dan *perceived behavioral control* terhadap *behavioral intention* penggunaan AI dalam aktivitas *trading forex* pada komunitas *trader* Purwokerto. Penelitian menggunakan pendekatan kuantitatif dengan desain survei terhadap 100 responden yang dipilih melalui *purposive sampling*. Data dikumpulkan menggunakan kuesioner dan dianalisis dengan regresi linear berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa *attitude*, *subjective norm*, dan *perceived behavioral control* berpengaruh positif dan signifikan terhadap *behavioral intention*. *Perceived behavioral control* menjadi variabel paling dominan dengan Beta 0,412. Model menjelaskan 58,1% variasi *behavioral intention*. Implikasi penelitian ditujukan kepada *trader* untuk meningkatkan pemahaman dan keterampilan AI serta menilai manfaat AI secara objektif, sedangkan penyedia layanan AI perlu mengembangkan fitur yang mudah dipahami dan panduan sederhana bagi *trader*.

Kata kunci: *Artificial Intelligence*, *Behavioral Intention*, *Theory of Planned Behavior*, *Trading Forex*, *Trader*.

ABSTRACT

The development of Artificial Intelligence (AI) particularly systems based on Large Language Models (LLMs) is increasingly being leveraged to assist in forex trading activities. However, the adoption of AI within the Purwokerto trader community remains inconsistent, creating a gap between the potential benefits of AI and traders' intentions to use it. Furthermore, prior research has yielded inconsistent findings regarding the influence of attitude, subjective norms, and perceived behavioral control on the behavioral intention to use AI. Studies specifically examining the context of AI usage in forex trading within the Purwokerto trader community are also limited. This study aims to analyze the influence of attitude, subjective norms, and perceived behavioral control on the behavioral intention to use AI for forex trading among traders in Purwokerto. A quantitative approach was employed, utilizing a survey design with 100 respondents selected through purposive sampling. Data were collected via questionnaires and analyzed using multiple linear regression in SPSS. The results indicate that attitude, subjective norms, and perceived behavioral control all have a positive and significant influence on behavioral intention. Perceived behavioral control emerged as the most dominant variable, with a Beta coefficient of 0.412. The model explains 58.1% of the variance in behavioral intention. The study's implications suggest that traders should enhance their AI understanding and skills while objectively evaluating AI's benefits, whereas AI service providers need to develop user-friendly features and simple guides for traders.

Keywords: Artificial Intelligence, Behavioral Intention, Theory of Planned Behavior, Forex Trading, Traders.