

Evaluasi personal chatbot dengan elaboration likelihood model dan technology acceptance model pada aplikasi pesan sosial = Personal chatbot evaluation with elaboration likelihood model and technology acceptance model in social messaging application

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Abstrak

Penelitian ini mengajukan sebuah model adopsi teknologi chatbot dengan pendekatan teori elaboration likelihood model. Konstruk peripheral yang diuji antara lain visual attractiveness, language mastery, dan reputation. Sementara konstruk central yang diuji adalah information quality. Teori technology acceptance model (TAM) dijadikan referensi untuk pengembangan model yang tidak hanya mengevaluasi model secara fungsional seperti perceived ease-of-use dan perceived usefulness tetapi juga secara social seperti perceived sociability. Instrumen penelitian dikembangkan dalam bentuk survei yang disebarakan secara daring dimana responden akan diberikan waktu untuk berinteraksi dengan chatbot dan kemudian mengevaluasi pengalaman yang dirasakan. Uji hipotesis dilakukan dengan analisis data responden sejumlah 392 data dengan menggunakan metode CB-SEM. Ditemukan bahwa teori ELM dapat diterapkan dalam konteks adopsi teknologi chatbot. Rute peripheral (visual attractiveness, language mastery, dan reputation) memiliki korelasi positif terhadap perceived sociability. Rute central memiliki korelasi positif yang kuat terhadap perceived usefulness dan korelasi positif yang moderat terhadap perceived ease-of-use. Perceived sociability dan perceived usefulness ditemukan dapat memprediksi intensi pengguna untuk berinteraksi secara kuat. Sementara perceived ease-of-use tidak memiliki efek yang signifikan terhadap intensi pengguna untuk interaksi berkelanjutan. Penelitian ini menguatkan penelitian-penelitian sebelumnya yang menemukan bahwa chatbot tidak hanya butuh penerimaan secara fungsional, namun juga sosial. Dengan hasil ini, pengembang dapat mengetahui bagaimana prioritas yang harus disusun dalam pengembangan chatbot yang digunakan secara berkelanjutan oleh penggunanya.

.....This study proposes a model for the adoption of chatbot technology using the Elaboration Likelihood Model (ELM) theory. Peripheral constructs that are tested in this study include visual attractiveness, language mastery, and reputation, while the central construct includes information quality. Technology Acceptance Model (TAM) is used as a reference for the development of this research model that discusses not only functional acceptance, such as perceived ease of use and perceived usefulness but also social acceptance (perceived sociability). Research instrument developed in the form of a survey distributed to respondents and will be given time to interact with the chatbot and then evaluate their experience. Hypothesis testing is done by analyzing the data of respondents amounting to 392 data using the CB-SEM method. It was found that ELM theory can be applied in the context of the adoption of chatbot technology. Peripheral route (visual attractiveness, language mastery, and reputation) have positive interactions with perceived sociability. The central route, information quality, has a strong positive correlation on perceived ease of use and perceived usefulness. Perceived sociability and perceived usefulness are found to be a predicting factor for intention to use, while perceived ease of use does not have a correlation with the intention to use. This research support previous studies that found that for a chatbot to be adopted needs not only functional acceptance but also social acceptance. With this result, chatbots developers can understand

how to design a chatbot that will be used by its users.