

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan penelitian terhadap 400 mahasiswa di Yogyakarta yang adaptif terhadap perkembangan teknologi menunjukkan bahwa seluruh hubungan dalam model ECM signifikan. Konfirmasi ekspektasi berpengaruh positif terhadap persepsi kegunaan dan kepuasan, sementara persepsi kegunaan berpengaruh terhadap kepuasan dan niat penggunaan ulang, serta kepuasan berpengaruh terhadap niat penggunaan ulang. Hal ini menegaskan bahwa terpenuhinya harapan mahasiswa dan manfaat nyata dari AI mendorong kepuasan dan keberlanjutan penggunaan. Meski demikian, nilai R-square adjusted yang masih lemah hingga sedang mengindikasikan adanya faktor lain di luar ECM yang berperan. Oleh karena itu, institusi pendidikan perlu meningkatkan literasi AI dan pedoman penggunaannya, sementara pengembang teknologi perlu memperbaiki kualitas dan akurasi *chatbot* agar lebih relevan dengan kebutuhan akademik mahasiswa.

5.2 Saran

Berdasarkan temuan dan kesimpulan penelitian, peneliti memberikan beberapa saran berikut:

1. Untuk institusi pendidikan, penggunaan *chatbot* AI perlu didorong sebagai bagian dari strategi digitalisasi pembelajaran. Pelatihan *prompt* dan pengenalan fitur *chatbot* juga perlu dilakukan secara berkala untuk meningkatkan kepercayaan dan kenyamanan mahasiswa.
2. Untuk peneliti selanjutnya, disarankan untuk mengembangkan model penelitian secara kualitatif atau *mixed methods* dengan mempertimbangkan variabel tambahan guna memperkaya pemahaman terhadap niat penggunaan ulang teknologi AI.
3. Penelitian ini hanya dilakukan pada konteks mahasiswa di wilayah Yogyakarta. Oleh karena itu, saran bagi peneliti selanjutnya adalah memperluas objek

penelitian pada wilayah atau kelompok pengguna yang berbeda untuk melihat perbedaan perilaku adopsi teknologi AI secara lebih luas.



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LAMPIRAN

KUESIONER PENGGUNAAN <i>CHATBOT</i> AI						
No.	Pertanyaan	STS	TS	N	S	SS
<i>Perceived usefulness</i>						
1.	Kinerja <i>chatbot</i> bermanfaat bagi saya					
2.	Keuntungan menggunakan <i>chatbot</i> lebih besar daripada kerugiannya					
3.	Secara keseluruhan, fungsi yang ditawarkan oleh <i>chatbot</i> berguna bagi saya					
<i>Expectation Confirmation</i>						
4.	Pengalaman saya menggunakan <i>chatbot</i> lebih baik daripada yang saya harapkan					
5.	Tingkat layanan yang diberikan oleh <i>chatbot</i> lebih baik daripada yang saya harapkan					
6.	Manfaat menggunakan <i>chatbot</i> lebih baik daripada yang saya harapkan					
7.	Secara keseluruhan, sebagian besar harapan saya terhadap penggunaan <i>chatbot</i> telah terpenuhi					
<i>Satisfaction</i>						
8.	Pengalaman saya menggunakan <i>chatbot</i> sangat memuaskan					
9.	Pengalaman saya menggunakan <i>chatbot</i> sangat menyenangkan (memberi Kesan positif secara umum)					
10.	Pengalaman saya menggunakan <i>chatbot</i> sangat membahagiakan (membawa Kesan emosional)					
11.	Pengalaman saya menggunakan <i>chatbot</i> sangat menggembirakan (memberikan rasa gembira secara aktif dan nyata)					

<i>Continuance Use Intention</i>						
12.	Saya berniat untuk terus menggunakan <i>chatbot</i> daripada menghentikan penggunaannya					
13.	Saya berniat untuk terus menggunakan <i>chatbot</i> dibandingkan dengan cara alternatif lainnya					
14.	Jika memungkinkan, saya ingin mempertahankan penggunaan <i>chatbot</i> saya					

