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GADJAH MADA
**Pengaruh Tingkat Familier terhadap Generative AI, Persepsi Kemudahan Penggunaan, Persepsi Kegunaan,
dan Persepsi Kepercayaan terhadap Niat Menggunakan AI Trip Builder TripAdvisor dalam Perencanaan
Perjalanan Wisata**
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ABSTRAK

Dengan semakin berkembangnya teknologi, *Artificial Intelligence* menjadi salah satu transformator bagi industri pariwisata. Salah satu aplikasinya melalui *Gen AI Assisted Travel Planning* yang diadaptasi oleh TripAdvisor menjadi fitur *AI Trip Builder*. Penelitian ini bertujuan untuk menganalisis pengaruh Tingkat Familier terhadap Gen AI (GAI), Persepsi Kemudahan Penggunaan (PEU), Persepsi Kegunaan (PU), dan Persepsi Kepercayaan (PT) terhadap Niat Menggunakan *AI Trip Builder* dalam Perencanaan Perjalanan Wisata berdasarkan kerangka *Technology Acceptance Model* (TAM) yang diperluas. Penelitian dilakukan menggunakan pendekatan kuantitatif dengan 257 responden yang dipilih berdasarkan *purposive sampling* dengan kriteria belum pernah menggunakan *AI Trip Builder*, pernah mengakses TripAdvisor, dan mengetahui platform tersebut. Data dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa lima dari tujuh hipotesis terdukung, di mana pengaruh langsung GAI terhadap PU serta PEU terhadap BI tidak signifikan. Pengembang *AI Trip Builder* perlu memprioritaskan kemudahan penggunaan dan manfaat secara bersamaan, serta membangun kepercayaan pengguna melalui transparansi informasi dan keamanan data.

Kata kunci: Tingkat Familier terhadap Gen AI, Persepsi Kemudahan Penggunaan, Persepsi Kegunaan, Persepsi Kepercayaan, niat penggunaan *Gen AI assisted travel planning*, *behavioral intention*

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ABSTRACT

As technology continues to advance, artificial intelligence is becoming one of the transformers of the tourism industry. One of the application is Gen AI Assisted Travel Planning, which TripAdvisor has adapted as the AI Trip Builder feature. This study aims to analyse the influence of familiarity with Gen AI (GAI), perceived ease of use (PEU), perceived usefulness (PU) and perceived trust (PT) on the intention to use AI Trip Builder for travel planning (BI) based on the extended Technology Acceptance Model (TAM). The study was conducted using a quantitative approach with 257 respondents who were selected using purposive sampling based on the criteria of having never used AI Trip Builder, having previously accessed TripAdvisor, and being familiar with the platform. Data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results of the study show that five out of seven hypotheses are supported, where the direct influence of GAI on PU and PEU on BI is not significant. AI Trip Builder developers need to prioritise ease of use and benefits simultaneously, as well as building user trust through transparent information and data security.

Keywords: Familiarity with Gen AI, Perceived Ease of Use, Perceived Usefulness, Perceived Trust, Intention to Use Gen AI-assisted Travel Planning, Behavioral Intention