Analisis Hubungan Dimensi Budaya terhadap Penerimaan Teknologi Kecerdasan Buatan di Lingkungan
Akademik Universitas Gadjah Mada
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INTISARI

Pemanfaatan dan penggunaan kecerdasan buatan atau *Artificial Intelligence* (AI) berkembang pesat dalam kegiatan akademik karena membantu mahasiswa mencari informasi, memahami materi, dan meningkatkan efisiensi belajar. Namun, penerimaan AI dapat berbeda karena dipengaruhi oleh persepsi pengguna dan karakteristik budaya individu. Penelitian ini bertujuan menganalisis hubungan dimensi budaya Hofstede dengan penerimaan AI pada mahasiswa Universitas Gadjah Mada serta mengidentifikasi perbedaan penerimaan berdasarkan profil responden. Penelitian melibatkan 158 mahasiswa aktif Universitas Gadjah Mada. Dimensi budaya diukur menggunakan kuesioner CVSCALE yang mencakup *power distance*, *collectivism vs individualism*, *femininity vs masculinity*, *short-term vs long-term orientation*, dan *uncertainty avoidance*. Penerimaan AI diukur melalui konstruk *perceived usefulness* dan *perceived ease of use* dalam *Technology Acceptance Model*. Data dianalisis menggunakan uji korelasi, MANOVA, dan uji lanjut Bonferroni.

Hasil penelitian menunjukkan bahwa penerimaan AI berada pada kategori tinggi, dengan rata-rata *perceived usefulness* sebesar 5,90 dan *perceived ease of use* sebesar 5,19. Responden memiliki *low power distance*, *individualism*, *masculinity*, *long-term orientation*, dan *high uncertainty avoidance*. Dimensi budaya secara keseluruhan memiliki hubungan signifikan tetapi lemah dengan *perceived usefulness*. Secara individual, hanya *uncertainty avoidance* yang memiliki hubungan positif dan signifikan dengan *perceived usefulness*. Dimensi budaya tidak memiliki hubungan signifikan dengan *perceived ease of use*. Penerimaan AI tidak berbeda berdasarkan angkatan, jenis kelamin, suku, dan klaster bidang studi, tetapi menunjukkan perbedaan berdasarkan usia pada aspek *perceived ease of use*. Temuan ini dapat menjadi dasar bagi universitas dalam menyusun pedoman dan program literasi AI yang sesuai dengan karakteristik mahasiswa.

Kata kunci: dimensi budaya Hofstede, kecerdasan buatan, penerimaan teknologi, *Technology Acceptance Model*, CVSCALE

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ABSTRACT

The use of artificial intelligence (AI) has expanded in academic activities because it helps students find information, understand learning materials, and improve learning efficiency. However, AI acceptance may vary due to user perceptions and individual cultural characteristics. This study examines the relationship between Hofstede's cultural dimensions and AI acceptance among Universitas Gadjah Mada students and identifies differences in acceptance based on respondent profiles. The study involved 158 active students at Universitas Gadjah Mada. Cultural dimensions were measured using the CVSCALE questionnaire, covering power distance, collectivism vs individualism, femininity vs masculinity, short-term vs long-term orientation, and uncertainty avoidance. AI acceptance was measured through the perceived usefulness and perceived ease of use constructs of the Technology Acceptance Model. The data were analyzed using correlation tests, MANOVA, and the Bonferroni post hoc test.

The results indicate a high level of AI acceptance, with mean scores of 5.90 for perceived usefulness and 5.19 for perceived ease of use. Respondents showed tendencies toward low power distance, individualism, masculinity, long-term orientation, and high uncertainty avoidance. Cultural dimensions collectively had a significant but weak relationship with perceived usefulness. Individually, only uncertainty avoidance had a positive and significant relationship with perceived usefulness. Cultural dimensions had no significant relationship with perceived ease of use. AI acceptance did not differ significantly based on academic cohort, gender, ethnicity, or academic discipline cluster, but age differences were found in perceived ease of use. These findings can support universities in developing AI guidelines and literacy programs that reflect student characteristics.

Keywords: AI acceptance, CVSCALE, Hofstede's cultural dimensions, Technology Acceptance Model, university students