

ABSTRACT

Chatterbot or chatbot is an information technology innovation that uses artificial intelligence to convey information in form of conversations through the internet. ASRI (Automatic Social Response Intelligence) is designed as a chatbot that can provide depression literacy to teenagers in an interactive, fun and different way compare to conventional media. The lack of reference resource on factors have influenced the intention to use chatbot. Thus, a study needs to be carried out to understand the acceptance factors of ASRI chatbot.

Data collection was completed with an online questionnaire, there were 62 respondents of adolescent ASRI users who engage with voluntarily. Data analysis and hypothesis test have used Partial Least Square (PLS).

The results show that personal innovativeness is able to increase extrinsic motivation of ASRI users, while social presence increases perceived ease of use. Both motivations, intrinsic and extrinsic motivation have affected the interest of ASRI usage. Intrinsic motivation influence is known more dominant than extrinsic motivation in the acceptance of ASRI chatbot.

Keywords – personal innovativeness, social presence, intrinsic-extrinsic motivation, technology acceptance model, motivational model, artificial intelligence, chatbot, *virtual agent*, asri.

INTISARI

Chatterbot atau *chatbot* merupakan inovasi teknologi informasi yang menggunakan kecerdasan buatan untuk menyampaikan informasi dalam bentuk percakapan melalui internet. ASRI (*Automatic Social Response Intelligence*) dirancang sebagai *chatbot* yang dapat memberikan literasi kesehatan mental, khususnya depresi kepada remaja dengan cara interaktif, menyenangkan dan berbeda dengan media konvensional. Sumber referensi tentang faktor-faktor yang mempengaruhi minat penggunaan *chatbot* masih sedikit sehingga perlu dilakukan penelitian untuk memahami faktor-faktor penerimaan *chatbot* ASRI.

Pengumpulan data dilakukan dengan kuesioner online, ada 62 responden remaja pengguna ASRI yang mengisinya secara sukarela. Analisis data dan uji hipotesis menggunakan *Partial Least Square* (PLS).

Hasil penelitian menunjukkan *personal innovativeness* dapat meningkatkan motivasi ekstrinsik pengguna ASRI, sedangkan *social presence* meningkatkan *perceived ease of use*. Kedua motivasi, motivasi intrinsik dan ekstrinsik berpengaruh terhadap minat penggunaan ASRI, pengaruh motivasi intrinsik diketahui lebih dominan daripada motivasi ekstrinsik dalam penerimaan *chatbot* ASRI.

Kata kunci – *personal innovativeness, social presence, intrinsic-extrinsic motivation, technology acceptance model, motivational model, artificial intelligence, chatbot, virtual agent, asri.*