Journal of Business and Economics Research (JBE)
Vol 5, No 1, Februari 2024, pp. 84−91
ISSN 2716-4128 (media online)
DOI 10.47065/jbe.v5i1.4688
https://ejurnal.seminar-id.com/index.php/jbe

The Factors Affecting Continuance Intention of ChatGPT as An AI Chatbot in Indonesia

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Submitted: **17/12/2023**; Accepted: **28/02/2023**; Published: **28/02/2024**

Abstract-The transition from Industry 4.0 into Industry 5.0 is happening somehow. That case also appeared in Indonesia. Currently during 2023 there is this Artificial Intelligence Chatbot been developed by OpenAI and released at November, 2022. This AI Chatbot named ChatGPT mainly functioned to allow human for having conversation with Chatbot itself. The problem occurred in Indonesia is that whether personal information of the user given to this Chatbot secured or not and does the user is still willing to continue using this Chatbot after they know the security and risk of cybercrime for their own personal information. This research used Quantitative-method and used an online survey to collect data with the total respondent of 30 respondents that used to get the Preliminary Data Analysis for the Paper. This paper is also using Smart PLS to calculate the data and the purpose of this research is to identify and test whether the factors between variables are having significant relation to the use of ChatGPT App in Indonesia. Result showed that there were no significant relation between each variables towards the Continuance Intention of ChatGPT App in Indonesia.

Keywords: ChatGPT; Continuance Intention; Artificial Intelligence; UTAUT; Consumer Behavior

1. INTRODUCTION

Nowadays, the whole world is on the position where Industry 4.0 changed into Industry 5.0. This Industry 5.0 appears on the telecommunication technology supporting 5G, virtual world and Artificial Intelligence (AI). It is not really that different between 4.0 that talks on how us as human become more modern because we have access to technology and internet, and 5.0 talks on how technology and internet is now just as information but become part of life for human. The implementation we might see that during pandemic, society do the works, going to school, ordering stuffs, consulting and many more from home by using internet as a communication tools with others. What is actually Industry 5.0 and the advantages of it, stated that Industry 5.0, also known as the Fifth Industrial Revolution, is a new and emerging phase of industrialisation that sees humans working alongside advanced technology and A.I.-powered robots to enhance workplace processes. This is coupled with a more human-centric focus as well as increased resilience and an improved focus on sustainability. The main advantage of Industry 5.0 is the creation of higher value jobs that afford greater personalisation for customers and improved design freedom for workers. By allowing manufacturing processes to be handled through automation, human workers are able to focus more of their time on delivering improved, bespoke services and products(Wardiningsih, 2023).

Figure 1. Industry 5.0 Strategies

As mentioned above, Industry 5.0 is underpinned by three strategies: Human-Centric, Industry 5.0 includes a strategy that moves people from being seen as resources to being genuine assets. In effect, this means that rather than people serving organisations, organisations will serve people. So, instead of talent simply being used to create a competitive advantage and value for customers, Industry 5.0 refocuses to also create added value for workers in order to attract and keep the best employees; Resilience, as the world has become more joined-up over the years we have seen the widespread impact of global matters such as the Covid-19 pandemic and international supply shortages. Whereas many businesses look to improving efficiencies and optimising profits, these factors do not improve resilience. In fact, there is a belief that a concentration on agility and flexibility can make companies less resilient, not more. Rather than focussing on growth, profit and efficiency, more resilient organisations would look to anticipate and react to any crisis to ensure stability through challenging times; Sustainability, Industry 5.0 extends sustainability from simply reducing, minimising or mitigating against climate damage to actively pursuing efforts to create a positive change. Sometimes referred to as 'Net Positive,' this goal aims to make the world a better place with companies becoming part of the solution rather than being a problem or simply paying lip-service to sustainability goals through 'greenwashing'(Asrul, Wardi, & Putri, 2023).

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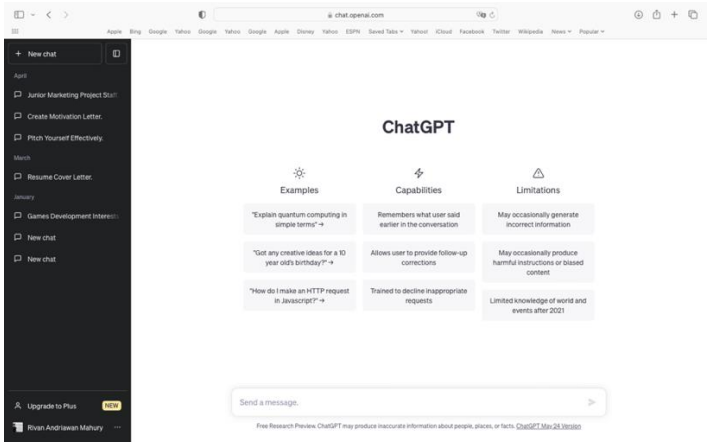

Figure 2. ChatGPT Interface

The use of AI-powered conversational agents, such as ChatGPT, has increased dramatically in Indonesia in recent years, changing how people communicate, look for information, and complete tasks in a digital environment. However, there are a number of other considerations outside the novelty of the technology that play a role in the decision to consistently interact with and incorporate such AI chatbots into everyday routines. Currently during 2023 there is this Artificial Intelligence Chatbot been developed by OpenAI and released at November, 2022. This AI Chatbot named ChatGPT mainly functioned to allow human for having conversation with Chatbot itself. What actually ChatGPT is, stated by a natural language processing tool driven by AI technology that allows you to have human-like conversations and much more with the chatbot. The language model can answer questions and assist you with tasks, such as composing emails, essays, and code. Cultural Adaptation and Relevance: Users' inclination to stick with ChatGPT is greatly influenced by how well it conforms to Indonesian linguistic quirks, cultural norms, and societal expectations; User Experience and Interaction Ease: Users' decisions to continue using ChatGPT for a variety of purposes are influenced by the platform's smoothness, simplicity, and satisfaction obtained from interactions with it; Perceived Usefulness and Performance: How well users believe ChatGPT can assist them, answer their questions, or deliver correct information has a direct bearing on whether or not they plan to use the chatbot going forward; Trust and Data Privacy: The significance of ethical AI in user acceptability is seen in the strong influence of user trust in ChatGPT's dependability, ethical AI methods, and data privacy assurances on continuance intention; Habitual Integration into Daily Life: Long-term use of ChatGPT is influenced by how much it is incorporated into users' daily routines, habits, or information-seeking activities; Social Influence and Community Acceptance: How users' decisions to continue using ChatGPT in their communities or social circles are influenced by social networks, peer recommendations, and societal acceptance(Herawati & Kusnanto, 2024).

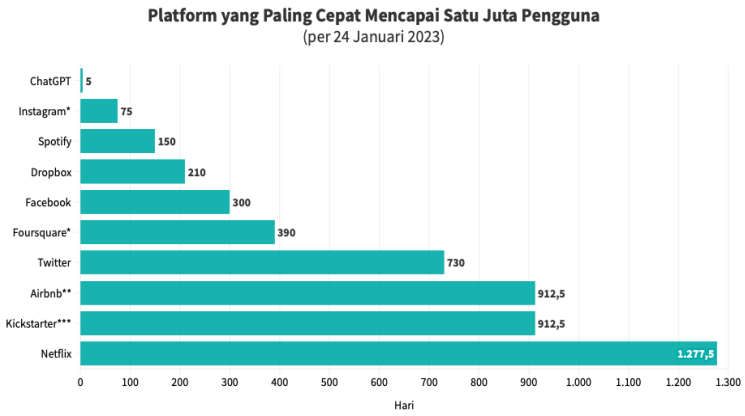

Figure 3. The Platform Growth

Fig. 3 from Statista Research stated that the platform made by OpenAI which could Interact with the users indicates that ChatGPT successfully become digital platform which could reached a million users in five days per 24 January 2023 from the first it was launched.

There are many effects for using ChatGPT as a user in Indonesia, stated some of it, which are ChatGPT can be used to make some contents that might harmful and dangerous which document falsification, online fraud and pornography contents that might give negative effect for the user. ChatGPT might be used to create fake content or hoax content easily and fast. This might create false information and impacting others because of it. ChatGPT usage might threatened the privacy and data security of the user. As the example, ChatGPT can be used to gather all of the personal information and hack the social media of other users without any permission. Imagine if this happens and being used by

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the professional hacker in Indonesia. Regular analysis and updates based on user feedback are critical to maintaining and enhancing ChatGPT's relevance and acceptance. These facts highlight the complex interplay of cultural, trust-related, usability, and experiential factors that significantly influence Indonesian users' intentions to continue engaging with ChatGPT as an AI chatbot. Understanding and addressing these factors are pivotal for sustained user adoption and acceptance of AI technologies in the Indonesian market.

Previous research has focused on several aspects of the UTAUT 2 model either the original or modified model, (Saputra, Adi, & Arthini, 2024) analyzing the users of the Go-Jek App in terms of Go-Pay usage and adding a new variable in the framework such as Trust. Another previous research that uses the Modified UTAUT 2 model is (Rahmayanti, Hafizh, & Putri, 2021) by analyzing the Continuance Intention of Travel Mobile App and adding a new variable in the framework which is System Quality. Most of the previous researchers that use the UTAUT 2 model to identify either the user behavior, behavioral intention, or continuance intention were using the Quantitative method by conducting a Questionnaire. (Afista, Relawati, & Windiana, 2021) was using the Quantitative method in the research by conducting the survey. Most of the subjects that were used by the authors were mostly about fashion, online transportation, and online foods but some had similar subjects in the Healthcare area of the App. Continuance Intention itself become one of the variables used in this paper to seek the opportunity either the user are willing to keep using the App with some glitchs that the App might leak some information of the users or they might not use it anymore. There might be some opportunity for the user to keep continue using it but they might upgrade it to the premium features. But this paper is not focusing on that field. Understanding the factors affecting continuance intention of ChatGPT in Indonesia holds substantial implications. It provides insights into enhancing user engagement, tailoring AI applications to specific cultural contexts, and guiding the development of AI-driven technologies for better acceptance and usability within diverse communities. Through an in-depth exploration of these factors, this study endeavors to shed light on the intricacies of AI chatbot adoption in Indonesia, paving the way for more informed strategies and advancements in AI technology adoption in this vibrant and diverse market. Therefore, this Paper appears to answer the gap on the Continuance Intention towards Artificial Intelligence Chatbot named ChatGPT in Indonesia. By looking at the problem that happened which concern about data privacy and security also the risk of the user that use ChatGPT in Indonesia and after they know about it, are they willing to continue using it in the future. Data privacy and trust: a trust deficit It can be difficult to gain and keep users' trust in an AI system, particularly when it comes to data privacy. Maintaining trust requires addressing worries about privacy policies and data security. Openness and Definability: Though difficult, giving clear explanations of ChatGPT's operations and data handling policies is essential to allay user worries.

2. RESEARCH METHODS

The previous research used UTAUT 2 model and create some points of results that could be the importance of this research to adapt the UTAUT 2 model and use it in the consumer and behavior context. The theory of UTAUT 2 model is the developed model from the previous UTAUT model which was published by (Antonius & Pramono, 2022) by Expanding and Identify Eight Main Theory as mentioned Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Motivational Model (MM), Combined TAM and TPB, Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). The topics of this research are the factors of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Habit, Perceived trust, Perceived privacy, and Perceived risk as the Independent Variables towards Behavioral Intention as a Dependent Variable, and adding Gender and Age as Moderating Variable.

Performance Expectancy according to (Antonius & Pramono, 2022) defined as the degree to which an individual believes that using the system will help him or her to attain gains in job performance. In the context of ChatGPT in Indonesia, it would relate to the perception that the chatbot improves communication or aids in tasks effectively. (Bora, Lawi, Wijaya, & Salsabilla, 2024) mentioned that communicating to access information in real-time. H1. Performance Expectancy has significant relation positively towards Continuance Intention; Based on (Antonius & Pramono, 2022) Effort expectancy is defined as the degree of ease associated with the use of the system. (Bora et al., 2024) stated that Effort Expectancy defined how long the User associated the Ease of Use in the Application. For ChatGPT in Indonesia, it would involve how easy users find it to interact with the chatbot in their language and culture. H2. Effort Expectancy has significant relation positively towards Continuance Intention; Social influence according to (Antonius & Pramono, 2022) defined as the degree to which an individual perceives those important others believe he or she should use the new system. Based on (Bora et al., 2024) Social Influence has defined the Perspective of the User that Influence to use the Application of other People in Social Life, either friend or family. It could relate to how friends or colleagues' experiences influence an individual's intention to use ChatGPT. H3. Social Influence has significant relation positively towards Continuance Intention; Based to (Antonius & Pramono, 2022) Facilitating conditions are defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system. According to (Bora et al., 2024) Facilitating Conditions defined User’s Trust the Factors as the Availability of Software, Knowledge, Instruction, and other People in Social Life are Available to support the other User of the Application. In the context of ChatGPT in Indonesia, it might involve access to reliable internet connections or guidance in using the chatbot effectively. H4. Facilitating Condition has significant relation positively towards Continuance Intention; Hedonic Motivation as mentioned by (Bora et al., 2024) defined as Joy and Comfort Feeling which is felt by the Users of The Application. This

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construct considers the emotional aspect of technology use, such as the enjoyment users might experience in engaging with ChatGPT's conversational capabilities. H5. Hedonic Motivation has significant relation positively towards Continuance Intention; Based on (Bora et al., 2024) Habit defined the range or depth of the People using the Application. In the context of ChatGPT, habitual use could develop when users frequently engage with the chatbot for various tasks, seeking information, or conversational purposes. H6. Habit has significant relation positively towards Continuance Intention; (Ivo, Axel, & Clarisa, 2022) define Perceived Trust as "the belief that vendors will perform some activity in accordance with customer expectations". Trust in ChatGPT's accuracy, data privacy, and adherence to ethical practices would influence users' intention to continue using it. H7. Perceived Trust has significant relation positively towards Continuance Intention; Perceived Privacy according to (Hadi & Diantoro, 2024) defined this as "the belief that user's privacy will not be safeguarded if they use an app". In the case of ChatGPT, perceived privacy concerns relate to users' apprehensions about the collection, storage, and use of their conversational data. H8. Perceived Privacy has significant relation positively towards Continuance Intention; Perceived Risk mentioned by Slade et al. (2015) suggest that "a consumer's perception of risk is derived from feelings of uncertainty or anxiety about the behavior, and the seriousness or importance of the possible negative outcomes of that behavior". For ChatGPT, perceived risks might include concerns about incorrect information, data security, or unsatisfactory performance. H9. Perceived Risk has significant relation positively towards Continuance Intention; (Hasdiansa, Dewantara, Ramadhan, Kautsar, & Bahmar, 2024) stated that Continuance Intention definition is adapted from the Behavioral Intention definition of (Antonius & Pramono, 2022). Therefore, continuance intention is defined as the degree to which a person has formulated plans to continuously perform some specified future behavior.

Based on Previous Research mostly uses the Quantitative research method in their Research that including the same several variables with a similar model and different objects of study. A quantitative research method is a method of research that is used to perform an accurate measurement of the behavior, knowledge, opinions, or attitudes (Amalia, Karomatan, & Ridwan, 2023) Quantitative methods are widely used in various studies of their suitability for testing the model or hypothesis (Susiyana, Ayu Ruqayyah Yunus, 2023) Quantitative methods offer a structured framework for fully understanding the various factors impacting ChatGPT's decision to stay in business in Indonesia. Questionnaires are used in quantitative research to facilitate the systematic collection of data. This enables the assessment and analysis of numerous factors influencing user engagement. In order to investigate the desire to continue, quantitative studies allow the measurement of variables among Indonesian users, such as perceived usefulness, ease of use, trust, and contentment. Through the collection of numerical data on these characteristics through surveys, statistical analysis can be utilized to identify significant predictors, trends, and correlations that influence users' intentions to continue using ChatGPT. Furthermore, quantitative techniques can be used to split user groups into subgroups based on demographic characteristics. Analyzing differences in continuing intention based on age, education, or degree of technological proficiency might identify patterns that inform tailored strategies to enhance communication with certain user groups. This research used probability sampling combined with simple random sampling in order to get respondents. Not only that, since this research is targeting to conduct pilot study, therefore the respondents that been collected during data collection is around 30-40 respondents as minimum of respondents to make pilot test (Susiyana, Ayu Ruqayyah Yunus, 2023)

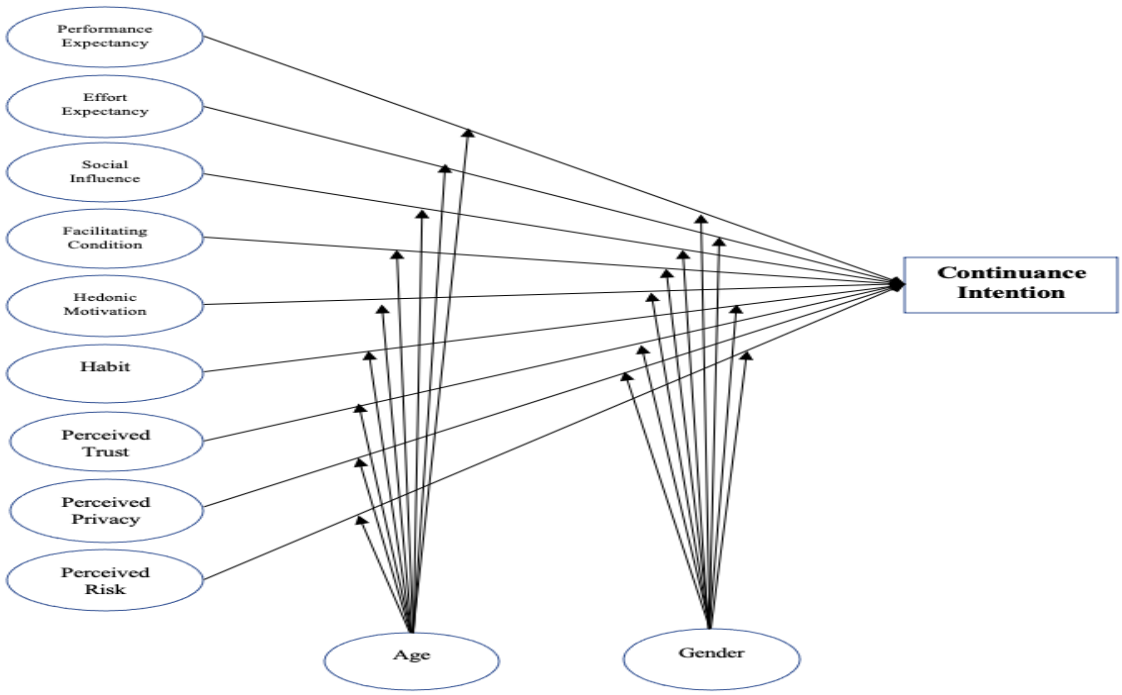

Figure 4. Research Framework

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3. RESULT AND DISCUSSION

3.1 Basic Information

SmartPLS 3.0 will be utilized to perform partial least squares structural equation modeling (PLS-SEM) for the purposes of this study. This research is similar in its early stages, with 30 data samples PLS-SEM is thus ideal for predicting and testing the hypotheses proposed. This research was conducted in Indonesia, with the questionnaire being issued to ChatGPT users who had used the app at least once. This study still relied on 30-person pilot data.

Table 1. Respondents Information

Items		Frequency	Percentage
Gender	Male	17	61.9%
	Female	13	38.1%
Age	17-25	13	42.9%
	25-35	13	42.9%
	>35	4	14.3%
Place	DKI Jakarta	4	14.3%
	West Java	15	47,70%
	Center Java	0	0%
	East Java	1	4.8%
	OutsideJava	10	33.2%
Usage Frequency	Rarely	7	19.2%
	1 time	15	52.4%
	2 times	5	14.3%
	3 times	2	9.5%
	>3 times	1	4.6%

According to the Table 1 indicates that 85 % most of the respondents in the range of age between 17-35 years old which define as young adult and adult itself. The respondents mostly came from 47,70% of West Java and also 33,2% of respondents came from outside Java Island and the usage frequency shows that 52,4% of respondents only use the ChatGPT for one time in a day.

Table 2. Measurement Items

Variable	Code	Items	
		English	Indonesia
Performance Expectancy	PE1	I feel that ChatGPT App is very useful in my daily life.	Saya merasa Aplikasi ChatGPT sangat bermanfaat di dalam kehidupan sehari-hari saya
	PE2	Using ChatGPT App could enhance the opportunity to finish important things that matters to me.	Menggunakan Aplikasi ChatGPT dapat menambah peluang dalam menyelesaikan hal penting bagi saya
	PE3	Using ChatGPT App could help me to finish my work faster.	Menggunakan Aplikasi ChatGPT membantu saya menyelesaikan pekerjaan dengan cepat
	PE4	Using ChatGPT App increase my productivity.	Menggunakan Aplikasi ChatGPT menambah produktivitas saya
Effort Expectancy	EE1	It is very easy to learn how to use ChatGPT App.	Belajar cara menggunakan Aplikasi ChatGPT sangatlah mudah buat saya
	EE2	My interaction during the use of ChatGPT is clear and understandable.	Interaksi saya saat menggunakan Aplikasi ChatGPT itu jelas dan dapat dimengerti
	EE3	I think that ChatGPT is easy to use.	Saya berpendapat bahwa Aplikasi ChatGPT itu mudah untuk digunakan
	EE4	It is very easy for me to become an expert to use ChatGPT App.	Sangatlah mudah bagi saya untuk menjadi handal dalam menggunakan Aplikasi ChatGPT
Social Influence	SI1	People that important to me says that I should use ChatGPT App.	Orang yang menurut saya penting mengatakan bahwa saya harus menggunakan Aplikasi ChatGPT
	SI2	People influences my behavior think that I should use ChatGPT App.	Orang yang mempengaruhi perilaku saya berpikir bahwa saya harus menggunakan Aplikasi ChatGPT
	SI3	People's suggestion which I appreciate more think that I should use ChatGPT App.	Orang yang pendapatnya saya hargai lebih memilih saya untuk menggunakan Aplikasi ChatGPT
Facilitating Condition	FC1	I have resources needed to use ChatGPT App (Smartphone, Internet, etc)	Saya memiliki sumber daya yang diperlukan untuk menggunakan Aplikasi ChatGPT (Smartphone, Internet dll)
	FC2	I have knowledge needed to use ChatGPT App.	Saya memiliki pengetahuan yang diperlukan untuk menggunakan Aplikasi ChatGPT

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Variable	Code	Items	
		English	Indonesia
	FC3	ChatGPT App is compatible with other technologies I used.	Aplikasi ChatGPT kompatibel dengan teknologi lain yang saya gunakan
	FC4	I could get help from other people whenever I have trouble during my usage of ChatGPT App.	Saya bisa mendapatkan bantuan dari orang lain ketika saya mengalami kesulitan menggunakan Aplikasi ChatGPT
Hedonic Motivation	HM1	Using ChatGPT App is fun.	Menggunakan Aplikasi ChatGPT itu menyenangkan
	HM2	Using ChatGPT App is very entertaining.	Menggunakan Aplikasi ChatGPT sangat menghibur
	HT1	The use of ChatGPT App is become my habit.	Penggunaan Aplikasi ChatGPT sudah menjadi kebiasaan bagi saya
Habit	HT2	I am addicted to use ChatGPT App.	Saya kecanduan menggunakan Aplikasi ChatGPT
	HT3	I have to use ChatGPT App.	Saya harus menggunakan Aplikasi ChatGPT
	HT4	Using ChatGPT App is a normal thing for me.	Menggunakan Aplikasi ChatGPT sudah menjadi hal yang wajar bagi saya
	PT1	I believe the government of Indonesia will do their best to secure the information of ChatGPT user.	Saya percaya Pemerintah Indonesia akan melakukan semampu mereka untuk mengamankan Informasi melalui Aplikasi ChatGPT untuk pengguna
Perceived Trust	PT2	I believe that ChatGPT App is trusted.	Saya percaya bahwa Aplikasi ChatGPT dapat dipercaya
	PT3	I believe that ChatGPT App is reliable.	Saya percaya bahwa Aplikasi ChatGPT dapat diandalkan
	PP1	Using ChatGPT App will make me lose control of my privacy.	Menggunakan Aplikasi ChatGPT akan membuat saya kehilangan kendali atas privasi saya
Perceived Privacy	PP2	Using ChatGPT App will cause potential leak of my personal information in my account.	Menggunakan Aplikasi ChatGPT akan menyebabkan potensi kebocoran informasi pribadi di akun saya
	PR1	Using ChatGPT App is very risky.	Menggunakan Aplikasi ChatGPT sangat berisiko
Perceived Risk	PR2	I am worried that ChatGPT App can be accessable by the unauthorized user.	Saya khawatir dengan Aplikasi ChatGPT karena orang yang tidak berwenang mungkin dapat mengakses akun saya
Continuance Intention	CI1	I intend to continue using ChatGPT App rather than discontinue its use.	Saya berniat untuk tetap menggunakan Aplikasi ChatGPT daripada menghentikan penggunaan nya

3.2 Validity and Reliability

The suggested model's reliability and validity were assessed using composite reliability (CR) and average variance extracted (AVE). The conceptual framework contained nine independent variables with one dependent variable which are Performance Expectancy with four indicators, Effort Expectancy with four indicators, Social Influence with three indicators, Facilitating Conditions with four indicators, Hedonic Motivation with two indicators, Habit with four indicators, Perceived Trust with three indicators, Perceived Privacy with two indicators, Perceived Risk with two indicators and Continuance Intention with three indicators. The CR and AVE did not satisfy the necessary threshold value of 0.7 and 0.5, respectively, in the baseline model (Adawiyah & Wijayanto, 2023). As a result, the indicator's outside loadings below 0.40 are deleted from the model to boost CR and AVE. The indicator's outer loading should be more than 0.70, and values between 0.40 and 0.70 should be removed if the CR and AVE values increase after removal (Remipay & Mahasiswa, 2023) After the removal, the variables with indicators reduced where Effort Expectancy became three indicators, Facilitating Conditions became two indicators, Habit became three indicators, Perceived Risk became one indicator and Continuance Intention became one indicator. The heterotrait- monotrait ratio (HTMT) is a measure of discriminant validity. The coefficient of correlation between variables should be less than 0.90. (Salman, 2023) All structures' CR, AVE, and HTMT results are listed in Table 3.

Table 3. All structures' CR, AVE, and HTMT results

Construct Variables	Indicators	Covergent Validity		Discriminant Validity (HTMT Matrix <0.90)										Reliability	
		Indicator Reliability (>0.50)	AVE (0.50)	PE	EE	SI	FC	HM	Habit	PT	PP	PR	CI	CR (>0.7)	Alpha (>0.6)
Performance Expectancy	PE1	0,926	0.659											0.885	0.880
	PE2	0,802													
	PE3	0,702													
	PE4	0,802													
Effort Expectancy	EE1	0,884	0.586	0.690										0.845	0.801
	EE2	0,763													
	EE3	0,851													

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Construct Variables	Indicators	Covergent Validity		Discriminant Validity (HTMT Matrix <0.90)										Reliability	
		Indicator Reliability (>0.50)	AVE (0.50)	PE	EE	SI	FC	HM	Habit	PT	PP	PR	CI	CR (>0.7)	Alpha (>0.6)
Social Influence	SI1	0,969	0.852	0.856	0,744									0.945	0.922
	SI2	0,870													
	SI3	0,927													
Facilitating Conditions	FC1	0,787	0.533	0.732	0,960	0.877								0.817	0.724
	FC2	0,858													
Hedonic Motivations	HM1	0,902	0.819	0.667	0,580	0.616	0.778							0.901	0.779
	HM2	0,908													
Habit	H1	0,759	0.625	0.560	0,494	0.623	0.622	0.651						0.869	0.797
	H2	0,827													
	H3	0,872													
Perceived Trust	PT1	0,828	0.707	0.789	0,762	0.913	0.956	0.730	0.851					0.878	0.799
	PT2	0,890													
	PT3	0,801													
Perceived Privacy	PP1	0,933	0.803	0.166	0,315	0.079	0.321	0.328	0.360	0.281				0.891	0.762
	PP2	0,858													
Perceived Risk	PR1	0,999	0.742	0.384	0,406	0.226	0.346	0.353	0.376	0.341	0.656			0.848	0.796
Continuance Intention	CI1	0,932	0.415	0.442	0,565	0.362	0.536	0.561	0.618	0.618	0.494	0.418	1.000	0.501	0.179

3.3 Evaluation of Structural Model

Table 3, depicts the structural model. (Alfatih, Efendi, Nurhayati, & Purwanto, 2023) recommended methods for evaluating the structural model, which were followed. The importance of correlations is measured using the bootstrapping process, which gives the path coefficient. The hypotheses show H1. Performance Expectancy has no significant relation towards Continuance Intention (P-Value = 0.593), H2. Effort Expectancy has no significant relation towards Continuance Intention (P- Value = 0.902), H3. Social Influence has no significant relation towards Continuance Intention (P-Value = 0.405), H4. Facilitating Condition has no significant relation towards Continuance Intention (P-Value = 0.192), H5. Hedonic Motivation has no significant relation towards Continuance Intention (P-Value = 0.544), H6. Habit has no significant relation towards Continuance Intention (P-Value = 0.082), H7. Perceived Trust has no significant relation towards Continuance Intention (P-Value = 0.598), H8. Perceived Privacy has no significant relation towards Continuance Intention (P-Value = 0.578) and H9. Perceived Risk has no significant relation towards Continuance Intention (P- Value = 0.931). The coefficient determination evaluation (R2) The endogenous construct, Continuance Intention, has a score of 0.419, indicating that the (R2) has low correlation. This R2 value is deemed significant (Alfatih et al., 2023)

4. CONCLUSION

According to UTAUT (Antonius & Pramono, 2022) Continuance intention to utilize a technology is influenced by performance expectancy, effort expectancy, and social influence, whereas behavioral intention and facilitating conditions dictate technology use. Individual differences, such as age, gender, and experience (notice that the author excludes voluntariness from the original UTAUT) 2 are also thought to influence certain UTAUT interactions. The growth of AI Chatbot as a Platform nowadays becoming more and more updated. Especially during this transition from Industry 4.0 to Industry 5.0 era. As one of the results between the combination of Artificial Intelligence and Chatbot Platform is this ChatGPT app. This study suggest variables in the conceptual framework has significant relation positively towards the Continuance Intention of ChatGPT app. The Hypotheses doesn't show the variables has significant relation positively towards Continuance Intention. The implication of this research found out that the variables have no relation towards the Continuance Intention in term of ChatGPT app. The cornerstones of user engagement are trust and reliability. Sustained usage depends on establishing and upholding trust through strict data privacy policies, accuracy, and dependability. Future researcher might try to find another theories or variables that could combined with UTAUT 2 original model. There are some opportunities for future researcher in order to make another research by looking at the point of User Segmentation Analysis: Examine how various Indonesian demographic groups see and use ChatGPT, taking into account factors like age, occupation, education, and technological aptitude; Ethical AI Practices: Focusing on the ethical use of AI in a multicultural environment, this study examines how users' intentions to continue using the technology are influenced by ethical considerations, transparency in data handling, and adherence to privacy norms; Comparative Research: Examine the differences in value propositions and user experiences between ChatGPT and other AI chatbots or communication channels that are accessible in Indonesia, and compare user perceptions and intentions to stick with them; Investigate methods to strengthen the perceptions of accuracy, dependability, and security among Indonesian users in order to build users' trust in ChatGPT; Psychological and Emotional Factors: Examine how users develop emotional bonds with ChatGPT and how attachment or emotional fulfillment affects their desire to stick around and interact over time; Influence

Journal of Business and Economics Research (JBE)
Vol 5, No 1, Februari 2024, pp. 84−91
ISSN 2716-4128 (media online)
DOI 10.47065/jbe.v5i1.4688
https://ejurnal.seminar-id.com/index.php/jbe

of Social Networks: Examine how users' intentions to stick with ChatGPT are shaped by social influence, peer recommendations, and community acceptance; Technological Developments: Analyze how users' intentions to continue adopting and using ChatGPT are affected by developments in AI capabilities, such as enhanced natural language processing or tailored learning; Evaluating the Success of Educational Campaigns and Initiatives: Evaluate the degree to which user awareness and comprehension of ChatGPT's features, privacy precautions, and advantages have improved. Another finding is that this study was only using preliminary data to create result with the total respondents were 30 people. Therefore, future research may conduct and collect data with a greater number of respondents related to the population of AI Chatbot users in Indonesia. Also, by taking from Managerial point of view stated that this might be perfect opportunity for the company yet another company in the same field to create new app with more advanced of the features and technology from this ChatGPT app. There were three new variables such as Perceived Trust, Perceived Privacy and Perceived Risk that need to be developed more from previous journal to get more understanding and comprehensive theories.

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