

**ABSTRAK**

**ANALISIS PENGARUH *CHATGPT* TERHADAP  
PERILAKU MAHASISWA DENGAN MODEL UTAUT2**

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2024

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi perilaku mahasiswa Universitas Sanata Dharma Yogyakarta dalam menggunakan *ChatGPT*. Model UTAUT2 digunakan sebagai kerangka penelitian untuk menguji pengaruh *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, dan *habit* terhadap *use behavior* melalui *behavioral intention*. Pendekatan penelitian ini adalah kuantitatif. Penelitian dilaksanakan pada bulan April 2024. Populasi penelitian adalah seluruh mahasiswa aktif S1 Universitas Sanata Dharma tahun angkatan 2020-2022 yang sudah pernah menggunakan *ChatGPT*. Jumlah sampel adalah 219 mahasiswa. Metode pengumpulan data adalah survei *online* melalui *Google Forms*, *Whatsapp*, dan *Instagram*. Teknik penarikan sampel adalah *snowball sampling*. Teknik analisis data adalah analisis regresi yang dilakukan dengan aplikasi program SmartPLS 4.1.0.1.

Hasil penelitian ini menunjukkan bahwa *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, *habit*, yang dimoderasi oleh usia, gender, dan pengalaman tidak berpengaruh secara signifikan terhadap *use behavior* yang dimediasi *behavioral intention* mahasiswa pengguna *ChatGPT*. Namun, *behavioral intention* memiliki pengaruh positif terhadap *use behavior* mahasiswa pengguna *ChatGPT*.

**Kata Kunci:** *ChatGPT*, *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, *habit*, *behavioral intention*, *use behavior*, *age*, *gender*, *experience*

**ABSTRACT**

**ANALYSIS OF THE INFLUENCE OF CHATGPT ON  
STUDENT BEHAVIOR WITH UTAUT2 MODEL**

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*This research aims to analyze the factors that influence the behavior of Sanata Dharma University Yogyakarta students in using ChatGPT. The UTAUT2 model is used as a research framework to examine the influence of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit on use behavior through behavioral intention. This research approach is quantitative. The research was conducted in April 2024. The research population was all active undergraduate students at Sanata Dharma University for the 2020-2022 class who had used ChatGPT. The total sample was 219 students. The data collection method is an online survey via Google Forms, Whatsapp, and Instagram. The sampling technique is snowball sampling. The data analysis technique is regression analysis carried out with the SmartPLS 4.1.0.1 program application.*

*The results of this research show that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, which are moderated by age, gender and experience, do not have a significant effect on use behavior which is mediated by the behavioral intention of students using ChatGPT. However, behavioral intention has a positive influence on the use behavior of students who use ChatGPT.*

**Keywords:** *ChatGPT, performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, behavioral intention, use behavior, age, gender, experience*