MODELING CHATGPT CONTINUANCE INTENTION: THE ROLE OF EXPECTANCY, SATISFACTION, AND TRUST

KARYA AKHIR

Untuk Memenuhi Persyaratan
Memperoleh Gelar Sarjana

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FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS TANJUNGPURA
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MODELING CHATGPT CONTINUANCE INTENTION: THE ROLE OF EXPECTANCY, SATISFACTION, AND TRUST

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ABSTRAK

Pertumbuhan teknologi digital telah meningkatkan penggunaan layanan daring, dengan alat AI seperti ChatGPT yang semakin banyak digunakan. Studi ini meneliti dampak persepsi pengguna terhadap niat mereka untuk terus menggunakan ChatGPT, dengan menekankan Performance Expectancy, Effort Expectancy, Satisfaction, dan Trust sebagai variabel moderator. Data dikumpulkan dari 200 pengguna ChatGPT melalui survei terstruktur dan dianalisis menggunakan Partial Least Squares, Structural Equation Modelling (PLS, SEM). Temuan menunjukkan bahwa Performance Expectancy serta Effort Expectancy secara signifikan meningkatkan Satisfaction dan secara langsung memengaruhi Continuance Intention. Satisfaction berperan sebagai faktor mediasi antara variabel antisipasi dan niat untuk terus menggunakan. Namun demikian, Trust tidak secara substansial memengaruhi korelasi antara Performance Expectancy atau Effort Expectancy dan Satisfaction. Temuan ini menunjukkan bahwa persepsi pengguna terhadap ChatGPT sebagai alat yang bermanfaat dan mudah digunakan meningkatkan kepuasan mereka, sehingga memperkuat niat mereka untuk terus menggunakannya. Hal ini menekankan pentingnya kegunaan dan kemudahan penggunaan dalam mendorong keterlibatan yang berkelanjutan dengan layanan AI.

Kata kunci: *Continuance Intention; Effort Expectancy; Performance Expectancy; Satisfaction; Trust.*

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ABSTRACT

The growth of digital technology has increased the use of online services, with AI tools like ChatGPT becoming widely used. This study examines the impact of user perceptions on their intention to continue using ChatGPT, emphasising performance expectancy, effort expectancy, satisfaction, and trust as moderating variables. Data were gathered from 200 ChatGPT users using an organised survey and analysed via Partial Least Squares, Structural Equation Modelling (PLS, SEM). Findings indicate that performance expectancy as well as effort expectancy significantly enhance satisfaction and directly affect continuance intention. Satisfaction serves as a mediating factor between the anticipation variables and the intention to continue use. Nonetheless, trust does not substantially influence the correlation between performance or effort expectancy and satisfaction. The findings indicate that users' perception of ChatGPT as beneficial and user-friendly enhances their pleasure, hence reinforcing their intention to continue utilising it. This emphasises the significance of utility and user-friendliness in fostering sustained engagement with AI services.

Keywords: *Continuance Intention; Effort Expectancy; Performance Expectancy; Satisfaction; Trust.*

RINGKASAN KARYA AKHIR

MODELING CHATGPT CONTINUANCE INTENTION: THE ROLE OF EXPECTANCY, SATISFACTION, AND TRUST

1. Background

The swift progression of technology has resulted in the creation of numerous internet-based services that enhance societal comfort. The emergence of artificial intelligence (AI) language models, particularly generative pre-trained transformers (GPTs), has revolutionized company operations and customer engagement. Their rapid adoption reshapes marketing strategies, enhances customer engagement, and redefines market dynamics. The rise of AI language models, such as ChatGPT, has significantly impacted customer engagement strategies. Although ChatGPT gained much attention initially, reports showed that user activity dropped noticeably around mid-2023 user activity dropped, monthly visits declined by nearly 10%, and average session time fell, raising questions about what influences people to continue using it or stop. The UTAUT2 model elucidates continuing usage by emphasizing elements such as the technology's utility (Performance Expectancy) and its usability (Effort Expectancy), with satisfaction being a pivotal element in this framework (Bhattacherjee, 2001; Hsu & Lin, 2015).

The Unified Theory of Acceptance and Use of Technology (UTAUT) identifies Performance Expectancy (PE) and Effort Expectancy (EE) as key predictors of behavioural intention (Venkatesh et al., 2003). PE refers to how much users believe the tool helps them perform better, while EE is about how easy it is to use. These beliefs affect satisfaction, shaping continuance intention (CI) (Bhattacherjee, 2001). Studies support this path: PE and EE contribute to satisfaction and CI (Chauhan & Jaiswal, 2016; Gupta et al., 2008). However, other studies offer contrasting findings. For example, Wang & Yang (2005) found PE had a weak effect on CI in some users, and Venkatesh et al. (2012) showed that EE's influence fades as users become more experienced.

To address this gap, recent studies suggest adding trust as a moderator. Trust means users believe the system is reliable and will not cause harm (McKnight et al., 2011). It enhances the impact of PE and EE on satisfaction and CI (Li, 2021; Alharbi, 2017). A meta-analysis conducted by Blut et al. (2022) further substantiates trust as a critical element in augmenting the UTAUT approach. However, trust is not always effective.

In some cases, like mandatory-use environments, its impact may be limited (Venkatesh et al., 2003). Too much trust could even reduce critical evaluation, lowering satisfaction over time (Li, 2021). In conclusion, while PE, EE, satisfaction, and trust form a strong framework, their effectiveness can change based on user experience, context, and technology type. To better understand ChatGPT's declining usage, it is essential to consider how trust interacts with user expectations in dynamic AI environments.

2. Research Problems

1) Does performance expectancy affect satisfaction?
2) Does effort expectancy affect satisfaction?
3) Does performance expectancy affect continuance intention?
4) Does effort expectancy affect continuance intention?
5) Does satisfaction affect continuance intention?
6) Does satisfaction mediate the effect of performance expectancy on continuance intention?
7) Does satisfaction mediate the effect of effort expectancy on continuance intention?
8) Does trust moderate the effect of performance expectancy on satisfaction?
9) Does trust moderate the effect of effort expectancy on satisfaction?

3. Research Aims

1) To examine how performance expectancy influences satisfaction.
2) To examine how effort expectancy influences satisfaction.
3) To examine the impact of performance expectancy on the intention to continue using the technology.
4) To examine the impact of effort expectancy on the intention to continue using the technology.
5) To examine the impact of satisfaction on the intention to continue using the technology.
6) To examine whether satisfaction serves as a mediator between performance expectancy and continuance intention.
7) To examine whether satisfaction serves as a mediator between effort expectancy and continuance intention.
8) To examine whether trust moderates the relationship between performance expectancy and satisfaction.
9) To examine whether trust moderates the relationship between effort expectancy and satisfaction.

4. Research Method

This research is classified as quantitative. This investigation utilises questionnaires to collect data from a wider demographic sample. This study is categorised as causal associative research based on the level of explanation. This study will analyse the causal link among the factors under investigation. The data for this study was collected via Google Forms, which were distributed online through social media channels. The questionnaire utilised a Likert scale ranging from 1 to 5. The study's population comprises ChatGPT users. The employed sample technique is non-probability sampling, specifically purposive sampling, characterized by the following criteria: 1) Have utilized ChatGPT; 2) Aged over 15 years; 3) Residing in Indonesia. The sample size for this investigation was established using the Lemeshow formula method. This study necessitates a minimum of 100 respondents as a research sample due to the uncertainty around the overall population (Slamet & Aglis, 2020). The overall sample included in this research comprises 200 respondents. This study utilizes

a causal methodology through Structural Equation Modeling (SEM) to evaluate its hypotheses, with data analyzed with SmartPLS version 4 employing the PLS-SEM technique.

5. Research Result

1) The t-value for the effect of performance expectancy on continuance intention is 3.724, and the p-value is 0.000, which is smaller than 0.05 (α = 0.05). This result proves that the first hypothesis is accepted, in which performance expectancy has a significant positive effect on continuance intention.
2) The t-value for the effect of effort expectancy on continuance intention is 9.420, and the p-value is 0.000, which is smaller than 0.05 (α = 0.05). This result proves that the second hypothesis is accepted, in which effort expectancy has a significant positive effect on continuance intention.
3) The t-value for the effect of performance expectancy on satisfaction is 6.049, and the p-value is 0.000, which is smaller than 0.05 (α = 0.05). This result proves that the third hypothesis is accepted, in which performance expectancy has a significant positive effect on satisfaction.
4) The t-value for the effect of effort expectancy on satisfaction is 3.88,8 and the p-value is 0.000, which is smaller than 0.05 (α = 0.05). This result proves that the fourth hypothesis is accepted, in which effort expectancy has a significant positive effect on satisfaction.
5) The t-value for the effect of satisfaction on continuance intention is 3.593, and the p-value is 0.000, which is smaller than 0.05 (α = 0.05). This result proves that the fifth hypothesis is accepted, in which satisfaction has a significant positive effect on continuance intention.
6) The t-value for the effect of satisfaction as a mediating variable between performance expectancy and continuance intention is 3.466, and the p-value is 0.001, which is greater than 0.05 (α = 0.05). This result proves that the eighth hypothesis is not accepted, in which trust is not found to moderate the relationship between performance expectancy and continuance intention.
7) The t-value for the effect of satisfaction as a mediating variable between effort expectancy and continuance intention is 2.351, and the p-value is 0.019, which is greater than 0.05 (α = 0.05). This result proves that the eighth hypothesis is not accepted, in which trust is not found to moderate the relationship between effort expectancy and continuance intention.
8) The t-value for the effect of trust as a moderating variable between performance expectancy and satisfaction is 1.372, and the p-value is 0.170, which is greater than 0.05 (α = 0.05). This result proves that the eighth hypothesis is not accepted, in which trust is not found to moderate the relationship between performance expectancy and satisfaction.
9) The t-value for the effect of trust as a moderating variable between effort expectancy and satisfaction is 1.529, and the p-value is 0.126, which is greater than 0.05 (α = 0.05). This result proves that the ninth hypothesis is

not accepted, in which trust is not found to moderate the relationship between effort expectancy and satisfaction.

6. Conclusions and Suggestions

1) Conclusions

This research indicates that performance and effort expectancy notably and positively impact users' intention to keep using ChatGPT. Satisfaction serves as a key mediator that strengthens the influence of those variables. When users perceive ChatGPT as helpful and easy to use, their satisfaction increases, contributing to their willingness to continue using it. Conversely, trust did not substantially alter the association between performance or effort expectancy and satisfaction, indicating that its influence in this context may be restricted. These findings underscore the necessity of enhancing user experience to ensure sustained utilization of AI-based solutions such as ChatGPT.

2) Suggestions

Based on the research, platforms must improve their user experience by enhancing several factors, such as adding useful features, improving answer accuracy, and supporting user tasks. Other important ways to add are regular user feedback and addressing issues promptly, thus creating a greater chance for users to continue using the platform in the future. Users are encouraged to actively explore the various features of ChatGPT to maximize the potential provided by the platform and assist users' needs more accurately. Providing feedback to the platform can also help with system improvements.

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