

# Chatgpt App Trust Level Measurement (Artificial Intelligence) Use Technology Acceptance Model (TAM) Among The Campus Community

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**Abstract**— This study aims to measure the level of trust of the campus community in the use of the ChatGPT application, an artificial intelligence system based on a language model, using the *Technology Acceptance Model (TAM)* approach. The TAM approach is used to analyze factors that affect the acceptance of technology, such as *perceived usefulness, perceived ease of use, attitude toward use, and behavioral intention to use*). This study uses a survey method with questionnaires distributed to students, lecturers, and administrative staff in the campus environment. The results of the study show that the perception of usability and ease of use has a significant positive influence on attitudes and intentions to use ChatGPT. In addition, the aspect of trust in data security and the ethics of using technology is also an important factor in shaping the level of trust of the campus community. The findings of this study contribute to the development of artificial intelligence technology, especially in the context of higher education. The practical implications of this research can be used by application developers to improve the design and features of ChatGPT to better suit the needs of users in academic environments. In addition, the results of this research also provide insights for educational institutions in utilizing AI applications as a tool to support learning, research, and administration. This study emphasizes the importance of building user trust through transparency and risk management related to artificial intelligence technology, so as to increase the adoption and acceptance of technology among the campus community.

**Keywords:** ChatGPT, *Technology Acceptance Model (TAM)*, campus community.

## I. INTRODUCTION

The development of technology today is increasingly rapid and developing. This makes it easier for students to support learning orally or in writing. This technological development provides great influence energy for the development of education. One of them is for education in higher education. The current generation needs to take

advantage of the development of digital technology that has an impact on making daily life easier. Artificial Intelligence (AI) is one of the revolutions in industry 4.0, which is a revolution in technology that changes all ways of activities carried out by humans in scale, scope, complexity, or transformation. The development of artificial intelligence has made an opportunity for artificial intelligence, including helping in research, developing existing learning materials, and even becoming a virtual assistant. It can be concluded that it is very helpful in daily life. One of the Artificial Intelligence (AI) developments in the industrial revolution 4.0 is the use of Chat GPT. use of Chat GPT. Chat GPT or can be called a Generative Pre-Trained Transformer. It was first developed by a company called OpenAI in the United States on November 30, 2022. OpenAI, a technology company, focuses on the creation and development of Artificial Intelligence (AI)-based technology in explaining the intelligence capabilities of Artificial Intelligence (AI) in chat GPT which makes it possible to learn many things simply or perfectly which can produce relevant answers. However, the answers given are not always accurate, because the source produced is still from the internet data network, so it can affect the wrong response or answer. The GPT chat process itself is carried out like a conversation between two people with each other to generate an answer that is tailored to the question asked. So often chat GPT is used to answer a case given by a lecturer in an assignment. Chat GPT itself is very popular with various groups such as students and students. Chat GPT broke the record for being the fastest used platform to reach 1 million users from 5 days since its launch in 2022. Chat-GPT can also ease the duties and roles of lecturers in the tridharma of higher education. For example, in the teaching-learning process (PBM), to help students understand the material being taught. Lecturers are expected to be able to answer every student's question, but it is possible to find times when the lecturer is not an expert on the specific thing that students ask. That way, usually the lecturer will look for the right answer first to be delivered to the students at the next meeting. With Chat-GPT, difficult questions about certain topics during PBM can be answered faster. The implementation of community service can also be made easier with the help of Chat-GPT. For example, service



lecturers can formulate data and visual analysis according to the area where the service activity will be carried out so that the information from Chat-GPT helps lecturers make decisions about the type of relevant activities and effective methods to solve problems.

Based on the description above, the author made observations on the assessment of trust and satisfaction of users, especially lecturers, on the Chat GPT Application with the Technology Acceptance Model (TAM) method, which is a model that can be used to analyze the factors that affect the acceptance of an information system by using questionnaires for respondents through google forms and data processed using the SPSS application and to see which of the two sites is more effective for used in the campus community, especially lecturers at Panca Budi Development University.

## II. LITERATURE REVIEW

### A. Belief

Trust is a key variable for successful friendships in marketing. This variable has a strong impact on the effectiveness and efficiency of relationship marketing. Trust is a state that occurs when a partner believes in the reliability and honesty of their partner. Trust has three aspects of the characteristics of a service provider, namely ability, integrity, and motivation. First of all, consumers will assess whether the provider is competent enough to carry out its obligations and serve consumers. Second, consumers will judge whether the company has integrity, where consumers can trust the company's work. Finally, consumers believe that service providers have the motivation not to take actions that are not in accordance with consumer expectations.

### B. System

A system is a set of parts or elements that relate to each other regularly in terms of achieving a common goal consisting of many parts. In addition, the meaning of the system also has the meaning of a group of components or elements that establish relationships with each other to facilitate the delivery of information or news. The definition of a system in general can be interpreted as a complex and organized whole, with a combination of things or parts that form a complex and complete whole or whole.

### C. Chat GPT

The rapid development of increasingly advanced technology, now computers can perform processing based on artificial intelligence technology (Artificial Intelligence). One of the Artificial Intelligence technologies that is currently being discussed is ChatGPT. ChatGPT is an intelligent device technology that uses deep learning methods, and is able to provide output similar to humans when interpreting and responding to natural language. This study uses the study literature review method against 23 journals. The purpose of this research is to convince whether ChatGPT can increase efficiency and effectiveness in the learning process. The result of this study, namely the use of ChatGPT in the world of education, has a positive side, because it can help students or students in doing their assignments, but its use needs to be given directions and

warnings so as not to make graduates who lack thinking, write critically, and have a laziness only copy-paste. The use of ChatGPT technology in the world of education provides the ability to advance the quality of learning. However, the use of this technology requires attention to privacy aspects and the ethics of its use. Therefore, education practitioners should carefully consider how they use ChatGPT technology in learning and ensure that its use is in accordance with established ethical values and privacy standards.

### D. Online

Online is a term when we are connected to the internet or cyberspace, be it connected to our social media accounts, email and various other types of accounts that we use or use via the internet.

### E. Campus Community

The object of the research was carried out in the community in the campus environment of the Panca Budi Development University of Medan which is located on Jalan Jend. Gatot Subroto Km. 4.5 Medan, the campus community is people who are active in the campus environment who carry out the academic process which includes university staff or employees, students and lecturers.

### F. History of Chat GPT

*A. Chat GPT (Generative Pre-trained Transformer) is a natural language processing model developed by OpenAI. The model is based on the Transformer architecture and uses machine learning technology to generate text similar to humans. ChatGPT has become one of the most popular and successful NLP models in recent years, with the ability to generate better text than previous NLP models.*

The development of Chat GPT began in 2018 with the release of Chat GPT-1. The model has 117 million parameters and can generate text quite well in a variety of natural language tasks, including answering questions, completing sentences, and generating meaningful text. In 2019, OpenAI released the larger Chat GPT-2, with 1.5 billion parameters. This model is capable of producing text that is very realistic and difficult to distinguish from human text. However, OpenAI decided not to release the model in full because it was worried that it would be misused for bad purposes, such as spreading hoaxes or disinformation

In 2020, OpenAI released an even larger Chat GPT-3, with 175 billion parameters. These models can generate highly realistic texts and have the ability to complete more complex natural language tasks, such as writing essays or mimicking the voices of others. Chat GPT-3 has been applied in a variety of fields, including language translation, automated writing, and chatbot development, however, while Chat GPT-3's capabilities are impressive, there are still some issues that need to be addressed, such as ethical and security concerns. Some researchers are concerned that the model could be used for bad purposes, such as spreading hoaxes or online scams. In addition, NLP models like Chat GPT-3 tend

to show bias because they take data from the internet that has become accustomed to human stereotypes.

In utilizing ChatGPT, users can gain many benefits, especially in terms of improving work efficiency and communication skills. Users can ask questions, ask for advice, or ask for help in completing complex tasks. With its extensive language capabilities, ChatGPT can help users in a variety of situations, from script writing, research, to customer service. However, as an advanced artificial intelligence technology, users must also pay attention to several important aspects such as privacy and ethics in using ChatGPT. There are several privacy issues that must be considered when using this technology, such as stored user data and potential privacy violations. Therefore, users should pay attention to the privacy policies of ChatGPT service providers and take measures to protect personal data. In addition, users should also pay attention to ethics in the use of ChatGPT. Like any other technology, ChatGPT can be used for bad purposes such as the spread of disinformation or misuse of information. Therefore, users need to consider ethics in using this technology and using ChatGPT responsibly. Overall, ChatGPT is an advanced and promising artificial intelligence technology to help users in a variety of situations. By understanding the basics and following the ethics of its use, users can benefit greatly from this technology. This book is intended to provide a comprehensive understanding of ChatGPT as well as provide practical advice to maximize its use. The use of Chat GPT can have a diverse impact on lecturers, depending on how and in which they are used.

### G. History of Panca Budi Development University

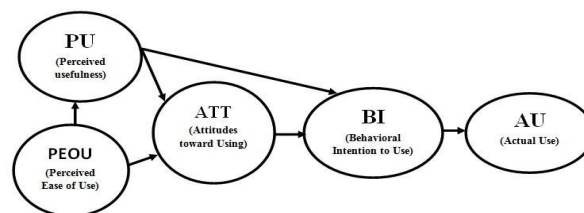
In 1956, the Prof. Dr. H. Kadirun Yahya established the College of Metaphysics based on Notary Deed No. 97 of 1956 dated November 27, 1956 registered in the Department of Higher Education and Science No. 85/B-SWT/P/64 on July 13, 1964 for the Faculty of Law and Philosophy, Faculty of Economics, Faculty of Spiritual Sciences and Metaphysics. In 1961 the College of Metaphysics changed to the Panca Budi Development University (UNPAB) and December 19, 1961 was set as the date of the establishment of the Panca Budi Development University (UNPAB).

In the Vision of Panca Budi Development University, it is explained that it will become a leading Religious-Based Private University in developing science and technology that is beneficial for the benefit of the people, and its mission is (1) Carrying out perpetuation in accordance with the Panca Budi Charter, Serving God Almighty, the State, Nusa, the Nation and the World, Developing Science and Technology Based on the Quran and HADist, Educating the Nation's Life by Exploring Useful Sources of Knowledge in the Field Science and Technology and IMTAQ, Carrying out Education, Research and Service for the Nation and State of the Republic of Indonesia that can compete nationally and internationally in the nature of devotion to Allah SWT, and Encouraging the function of the caliphate in realizing the happiness of life in the dimension of the world and the hereafter, preserving natural resources and the environment as well as life in accordance with Islamic law.

### H. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was introduced by Davis in 1986 which is a derivative of the Theory of Reasoned Action (TRA). But while Theory Reasoned Action (TRA) is a general theory of human behavior, the Technology Acceptance Model (TAM) is specifically designed for the user acceptance model in information systems. The Theory of Reasoned Action (TRA) is the result of a study by Fishben and Ajzen in 1975 which stated that human behavior is determined by intention which is influenced by attitude and subjective norms. The Technology Acceptance Model (TAM) replaces many of the Theory of Reasoned Action (TRA) attitude actions with two-step technology acceptance of ease of use and usability. The Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM) both have a strong behavioral element, assuming that when a person forms an intention to act, they will be free to act without restrictions. In the real world there will be many constraints, such as limited freedom to act (Bagozzi, Davis & Warshaw 1992). The Technology Acceptance Model (TAM) was chosen for use in this study because previous research has found *the Technology Acceptance Model (TAM)* to be the most commonly used and highly predictive model (Adams, Nelson & Todd, 1992; Davis, etall., 1989; Venkatesh & Davis, 2000; Lee, Kozar, & Larsen, 2003; Venkatesh & Bala, 2008).

*The Technology Acceptance Model (TAM)* is a theoretical model of information systems that explains how users come to accept and use technology. This model shows that when users are presented with a new technology, a number of factors influence the decision about how and when to use the technology. Here's the description :



Gambar 2.1. Technology Acceptance Model (TAM) (Davis, Bagozzi & Warshaw, 1989, p.985).

This study uses 5 (five) constructs that have been modified from the previous Technology Acceptance Model (TAM) research model, namely: Perceived Ease Of Use, Perceived Usefulness, Attitude Toward Using, Behavioral Intention To Use, and Actual System Usage.

The following are 5 Technology Acceptance Model (TAM) research models that will be used:

1. *Perceived Ease of Use (PEOU)* Perception of the ease of use of a technology is defined as a measure by which a person believes that a computer can be easily understood and used.

2. *Perceived Usefulness* (PU) Perception of usefulness is defined as a measure by which the use of a technology is believed to bring benefits to the people who use it.
3. *Attitude Toward Using* (ATU) in TAM is conceptualized as an attitude towards the use of a system in the form of acceptance or rejection as an impact if someone uses a technology in their work.
4. *Behavioral Intention to Use* (BITU) is a behavioral tendency to continue using a technology.
5. *Actual System Usage* (ASU) is the actual condition of system usage. It is conceptualized in the form of measurement of the frequency and duration of technology use.

#### Formulation of the problem

1. How is the trust of the UNPAB campus community (lecturers) considered able to influence users' interest in using Chat GPT using the Technology Acceptance Model (TAM) method?
2. What factors significantly influence the trustworthiness of Chat GPT in the campus community (lecturers)?
3. How do respondents recommend assessing the GPT Chat Application?

#### Research purposes

1. This research is very important to carry out and its aims are:
2. To measure the level of trust of the campus community towards the GPT Chat application.
3. Make recommendations for the strengths and weaknesses of the GPT Chat Application from a Technology Acceptance Model (TAM) perspective.
4. To find out what factors influence the GPT Chat application to run among the campus community (lecturers)..

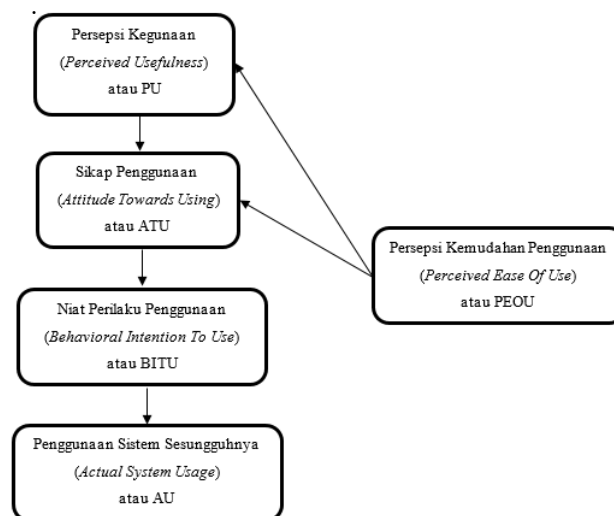
### III. METHOD

#### 1. Research Methods

The method in this study is a survey method where this method is a research method taking data from a sample of a population using a questionnaire to collect data. There are two quantitative research methods, namely experimental research methods and surveys. The survey method or complete self-administered survey is a method of collecting primary data by providing questions to individual respondents (Jogiyanto, 2008: 117). According to Sugiyono (2010: 12) the survey method is used to obtain data from certain natural (not artificial) places, but researchers carry out treatment in data collection, for example by distributing questionnaires, tests, structured interviews and so on.

This research is implemented using the TAM (technology acceptance model) approach, which is a model built to analyze factors that affect the acceptance of technology use (Jogiyanto, 2007). There are five constructs in the TAM (technology acceptance model) model which consist of perceived ease of use or PEOU, perceived usefulness or PU, attitude towards using or ATU, behavioral intention to use or

BITU, and actual system usage) or AU The relationship between constructs in TAM can be seen in the figure, which is as follows:



Gambar 3.1. ModelTAM (technology acceptance model)

The explanation of each TAM (technology acceptance model) construct is as follows:

1. Perceived ease of use or PEOU is that users believe that technology is easy to understand and use.
2. Perceived usefulness or PU, which is the use of technology is believed to bring benefits to its users.
3. Attitude towards using or ATU is the acceptance or rejection of the use of technology for users who use technology in their daily activities.
4. Behavioral intention to use or BITU is the habit of user behavior to continue using technology and can motivate or influence other users to continue using technology.
5. Actual system usage or AU users believe that the use of technology is beneficial in their lives.

This research consists of three stages of research, namely:

- a. Research Preparation
  1. Proposal Submission
  2. Compiling Research Instruments
- b. Research Implementation
  - Questionnaire Distribution
- c. Data Processing
  2. Data Collection Methods

Active users of the ChatGpt Application site among the community among the Panca Budi Development University are staff, lecturers and students in particular. The perpetrators of ChatGPT users vary, some use it to find learning materials, some use it to find the answer to a question, and so on. Therefore. The population in this study is the community of the Pancabudi Development University Medan, especially lecturers who will use Chat Gpt as a medium in finding learning materials. Sampling in this study uses a simple random sampling technique consisting of lecturers from various departments using Chat Gpt. The data collection method using a survey through a questionnaire was distributed to Lecturer-Dsoen of each community department among the

Pancabudi Development University of Medan. In this study, the questionnaire used consisted of 5 parts, namely the use of information and communication technology (ICT), perceived ease of use, perceived usefulness, trust and behavioral intention to use. Each consists of a variety of questions that will be disseminated to staff, lecturers and students among the campus community. So that the total number of questionnaire questions is 29 questions.

### 3. Data Analysis Methods

The stages carried out to analyze the data in this study are:

#### a. Method of Determining Research Subjects

The determination of the research subjects in this study is by population and sample.

##### 1. Research Population

The population of this study is ChatGpT users in the community of the campus of the Pancabudi Development University of Medan, which consists of 25 Fastek lecturers, 25 Fasosa lecturers and 25 Islamic religious lecturers, the respondents' profiles are already Chat GPT, while the respondents do not really understand the use of Chat GPT, the researcher conducted direct socialization with the respondents.

##### 2. Research Sample

The sample used in this study is a simple random sampling technique, which is a sampling method where each element that makes up the population is given the same opportunity to be selected as a sample. To determine the number of samples, the slovin formula is used as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = number of samples

N = total population

e = error tolerance limit

The selection of the number of respondents or samples above is based on the slovin formula above, with the following details:

1. The number of lecturers of the Faculty of Social Sciences is 300 people with a significance level of 20% or can be formulated  $n = N/(1 + Ne^2) = 300/(1 + 4000 \times 0.20 \times 0.20) = 24.99$  people rounded up to 25 people
2. The number of lecturers with a significance level of 20% or can be formulated  $n = N/(1 + Ne^2) = 200/(1 + 200 \times 0.20 \times 0.20) = 22.22$  is concluded to be 22 people
3. The number of lecturers in the campus environment is 350 people with a significance level of 20% or can be formulated  $n = N/(1 + Ne^2) = 350/(1 + 350 \times 0.20 \times 0.20) = 23.33$  people then concluded to be 23 people

So in conclusion, the level of confidence of researchers based on the formula above is 75 respondents from the community population in the campus environment

#### a. Data Source

The data used in the study is data obtained directly from respondents without going through intermediaries. Data was collected through questionnaires distributed to staff, lecturers and students among the community of Pancabudi Development University Medan.

### 4. Research Flow

The research flow that the author will carry out in this research is as follows:

#### 1. Preparation of Research Questionnaire

##### 1) Research Object

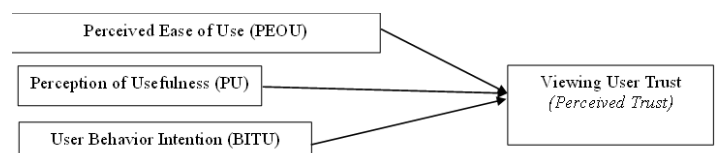
The objects in this study include the use of information and communication technology (ICT), perceived ease of use, perceived usefulness, trust and behavioral intention to use the application of Chat GPT among.

## IV. RESULT AND DISCUSSION

The data analysis of this study uses descriptive and inferential statistical data analysis. The results of the questionnaire data collection will then be processed and analyzed so as to produce conclusions from the data that has been tested from the questionnaire results on the constructs in TAM (*TechnologyAcceptanceModel*). This method was used in previous research on the use of information systems. This research was conducted to determine the user's acceptance of the use of *ChatGpt* by taking an approach (*TechnologyAcceptanceModel*). The level of user use and acceptance in TAM is influenced by several factors, including:

1. Information and Communication Technology (ICT)
2. Usability Perception (PU)
3. User Perception of Usability (PEOU)
4. User Behavior Intention (BITU)

Here's the TAM (*TechnologyAcceptanceModel*) model for user acceptance



Chat GPT (*TechnologyAcceptanceModel*) TAM (*TechnologyAcceptanceModel*) Model Image

The TAM (*TechnologyAcceptanceModel*) model in chatgpt can be made into five hypotheses as follows:

1. H1: Perceived User Effectiveness (PEOU) will have a significant and positive effect on perceived Trust
2. H2: Perceived Usefulness will affect the perception of Perceived Trust
3. H3: Seeing Behavioural Intention to Use to Use Affects the Perception of Perceived Trust

### 4.3. Data Analysis Techniques

The data analysis technique used is divided into 4 parts, namely: data quality test, classical assumption test, multiple linear regression test, hypothesis test, and determination test.

#### 1. Data Quality Test

The data quality test is carried out to test the level of validity and reliability of the data that has been obtained, so that with this test it will be known whether the quality of the data that has been used is suitable for classical assumption testing or not. Tests are carried out to determine the validity of the data and reliability tests to find out the reliability of the data.

a. Validity Test

Validity tests are used to measure the validity or validity of a questionnaire (Ghozali, 2011:176). Valid means that the instrument used can measure what is to be measured (Ferdinand, 2011:190).

A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. So the validity in this study wants to measure whether the questions in the questionnaire that the researcher has made can measure what the researcher wants to research. To determine the feasibility of the items in a list of questions (questionnaires) that will be presented to the respondents, it is necessary to test the validity of each question larger.

The method used is to compare the correlation or calculation value of the research variable with the value of the table, where:(Manullang, M and Pakpahan, 2014:96).

1. If the count > is critical, then the question item is valid or valid.
2. If the calculation < is critical, then the question item is invalid or valid.

The results of the validity test using SPSS to determine the validity or feasibility results of each question item can be seen in the table below:

Table 4.15. Results of the validity of each question item

Point to -	Symbol	rcalculate	Rkritis	Information
1	X1,1	0.668	0.3	Valid
2	X1,2	0.663	0.3	Valid
3	X1,3	0.496	0.3	Valid
4	X1,4	0.509	0.3	Valid
5	X1,5	0.625	0.3	Valid
6	X1,6	0.526	0.3	Valid
7	X1,7	0.623	0.3	Valid
8	X1,8	0.738	0.3	Valid
9	X1,9	0.722	0.3	Valid
10	X1,10	0.459	0.3	Valid
11	X2,1	0,904	0.3	Valid
12	X2,2	0,862	0.3	Valid
13	X2,3	0,903	0.3	Valid
14	X2,4	0,900	0.3	Valid
15	X2,5	0,838	0.3	Valid
16	X2,6	0,824	0.3	Valid
17	X2,7	0,892	0.3	Valid
18	X2,8	0,886	0.3	Valid

Point to -	Symbol	rcalculate	Rkritis	Information
19	X2,9	0,906	0.3	Valid
20	X2,10	0,872	0.3	Valid
21	X2,11	0,931	0.3	Valid
22	X2,12	0,816	0.3	Valid
23	X3,1	0,765	0.3	Valid
24	X3,2	0,832	0.3	Valid
25	X3,3	0,820	0.3	Valid
26	Y1	0,772	0.3	Valid
27	Y2	0,736	0.3	Valid
28	Y3	0,742	0.3	Valid
29	Y4	0,745	0.3	Valid

Source: Results of Data Processing with SPSS (2024)

The results of the validity test show that the entire calculation value of each question item is greater than 0.3. So that the results of the validity test show that all the question items used in the questionnaire are proven to be valid and suitable for use.

b. Reliability Test

Reliability or reliability is a measure of the stability and consistency of respondents in answering matters related to question constructs which are the dimensions of a variable and are arranged in the form of a questionnaire.

Reliability tests can be carried out jointly on all question items, or carried out individually from each question item. If Cronbach's alpha value > 0.70, it is said that the question item is reliable or reliable. (Sujarweni, 2016:239)

The reliability of each question item in the questionnaire that the author has asked to the respondents in this study can be seen in the Cronbach's Alpha if Item Deleted column, if the value of Cronbach's Alpha if Item Deleted > 0.7 then the question item is reliable or reliable.

Reliability decision-making of each question item can be seen in the following table:

Table 4.16. Reliability Results of Each Question Item

Point to -	Symbol	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Minimal	Information
1	X1,1	0,929	0.7	Reliable
2	X1,2	0,929	0.7	Reliable
3	X1,3	0,929	0.7	Reliable
4	X1,4	0,929	0.7	Reliable
5	X1,5	0,929	0.7	Reliable
6	X1,6	0,929	0.7	Reliable
7	X1,7	0,929	0.7	Reliable
8	X1,8	0,929	0.7	Reliable
9	X1,9	0,929	0.7	Reliable
10	X1,10	0,929	0.7	Reliable
11	X2,1	0,943	0.7	Reliable
12	X2,2	0,943	0.7	Reliable
13	X2,3	0,943	0.7	Reliable
14	X2,4	0,943	0.7	Reliable
15	X2,5	0,943	0.7	Reliable
16	X2,6	0,943	0.7	Reliable
17	X2,7	0,943	0.7	Reliable
18	X2,8	0,943	0.7	Reliable
19	X2,9	0,943	0.7	Reliable
20	X2,10	0,943	0.7	Reliable
21	X2,11	0,943	0.7	Reliable
22	X2,12	0,943	0.7	Reliable
23	X3,1	0,971	0.7	Reliable
24	X3,2	0,971	0.7	Reliable

As previously explained, reliability can be done together, so that the reliability of all question items in the questionnaire together can be shown in the Cronbach's Alpha column presented in the table of reliability test results with the following SPSS:

Table 4.17. Results of Reliability Tests Together

No	Variable	Cronbach's Alpha	Rkritis	Criterion
1	X1	0,929	0.60	Reliable
2	X2	0.943	0.60	Reliable
3	X3	0.971	0.60	Reliable
4	And	0.931	0.60	Reliable

Source: Results of Data Processing with SPSS (2024)

The test results showed that the resulting Cronbach's Alpha value was 0.985. This value is greater than 0.7 so the test results qualify that Cronbach's Alpha value > 0.70. It can be concluded that all questions that have been presented to the respondents consisting of 29 questions are said to be reliable or reliable to use and a classical assumption test is carried out.

#### 1. Discussion of Multiple Linear Regression Test

The data analysis model used to determine the magnitude of the influence of the independent variable on the bound variable is an econometric model with an analysis technique using the usual least squares model. The conformity test used is a multiple linear regression test that aims to calculate the magnitude of the influence of two or more independent variables on one bound variable and predict the bound variable by using two or more independent variables.

The formula for multiple regression analysis in this study is as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

The results of multiple linear regression tests conducted with the help of the SPSS application can be seen in the table below:

Table 4.18. Multiple Linear Regression Test Results

From the results of data processing with the help of SPSS on the multiple linear regression test shown in the table above, the multiple linear regression equation is obtained as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \epsilon$$

$$Y = 3.971 + 0.056X_1 + 0.111X_2 + 0.395X_3 + \epsilon$$

The interpretation of the multiple linear regression equation above is as follows:

The results of the table above interpretation of the multiple linear regression equation above are as follows:

- 1) If everything in the independent variables is considered zero or non-existent, either in Perceived Ease of Use (X1), Perceived Usefulness (X2), Behavioural Intention to Use (X3), then the respondent's Perceived Trust (Y) has been 3,971 This indicates that the public's perception of trust in Chat GPT has been quite large at 3,971 regardless of the Perceived Ease of Use (X1), Perceived Usefulness (X2), Behavioural Intention to Use (X3).
- 2) If there is an increase in the Perceived Ease of Use (X1) variable by 1 unit, then the employee's Perceived Trust (Y) will increase by 0.056 units with a standard error of 0.046. Meanwhile, the direct influence of Perceived Ease of Use (X1) on Perceived Trust (Y) is 0.130. This indicates that Perceived Ease of Use (X1) has a positive effect on people's Perceived Trust (Y) because the regression value has a positive value. So that the better the Perceived Ease of Use of the Chat GPT site, the more people's Perceived Trust (Y) towards Chat GPT will increase.
- 3) If there is an increase in the variable Perceived Usefulness (X2) by 1 unit, then the employee's Perceived Trust (Y) increases by 0.111 units with a standard error of 0.040. Meanwhile, the direct influence of Perceived Usefulness (X2) on Perceived Trust (Y) is 0.322 This indicates that Perceived Usefulness (X2) has a positive effect on the community's Perceived Trust (Y) because the regression value is positive. So that the better the Perceived Usefulness (X2) of the Chat GPT site, the more the public's Perceived Trust (Y) towards Chat GPT increases.
- 4) If there is an increase in the Behavioural Intention to Use (X3) variable by 1 unit, then the employee's Perceived Trust (Y) will increase by 0.395 units with a standard error of 0.139. Meanwhile, the direct influence of Behavioural Intention to Use (X3) on Perceived Trust (Y) is 0.351. This indicates that Behavioural Intention to Use (X3) has a positive effect on people's Perceived Trust (Y) because the regression value is positive. So that the better the Behavioural Intention to Use (X3) of the Chat GPT

site, the more people's Perceived Trust (Y) towards Chat GPT will increase.

The results of the multiple linear regression test showed that the most dominant variable affecting Perceived Trust (Y) was Behavioural Intention to Use (X3) because it had the largest direct influence, which was 0.351, followed by the Perceived Usefulness variable (X2) had a regression value of 0.322 and finally the Perceived Ease of Use (X1) variable had a direct influence of 0.130.

Although the regression value of Behavioural Intention to Use (X3) is the largest, which is 0.351, the standard error is also very large, which is 0.139, far from the standard error of other variables, so that directly Behavioural Intention to Use (X3) has the lowest influence.

a. Test F (Simultaneous Test)

The F test (simultaneous test) was carried out to see the influence of the independent variable on the bound variable simultaneously or together. The method used is to look at *the level of significance* where the reference point of the significant value is 0.05 or 5%.

1. If the significant value is less than 0.05 then Ho is rejected and Ha is accepted,
2. if the significant value is greater than 0.05 then Ho is accepted and Ha is rejected

In addition to significantly, decision-making can also be made by comparing F<sub>cal</sub> to F<sub>table</sub>, where:

- a) If F<sub>cal</sub> < F<sub>table</sub> then Ho is accepted and Ha is rejected
- b) If F<sub>cal</sub> > F<sub>table</sub> then Ho is rejected and Ha is accepted.

Where:

1. Ha means that jointly or simultaneously there is a significant influence of Perceived Ease of Use (X1), Perceived Usefulness (X2), Behavioural Intention to Use (X3) on the lecturer's Perceived Trust (Y) for Chat GPT.
2. Ho means that jointly or simultaneously there is no significant influence of Perceived Ease of Use (X1), Perceived Usefulness (X2), Behavioural Intention to Use (X3) on the lecturer's Perceived Trust (Y) for Chat GPT.

The results of the F test processed with the SPSS application can be seen in the following table:

Table 4.19. Test Result F

ANOVAa						
Type	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	223.082	3	74.361	23.069	.000b
	Residual	228.864	71	3.223		
	Total	451.947	74			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

Source: Results of Data Processing with SPSS (2024)

Based on the significant value produced, it is known that the significant value of the F test carried out is 0.000 where this significant value is much smaller than 0.05. So, Ho was rejected and Ha was accepted.

To make a decision by comparing F<sub>cal</sub> with F<sub>table</sub>, the value of F<sub>table</sub> must first be known. F<sub>table</sub>s can be searched by looking at the list of F tables or by using the MS. Excel

application by typing the formula =FINV(sig; df1; df2), where the sig value = 0.05.

In the table above, it is known that the value of df1 is 3 and the value of df2 is 71. So with the Ms. Excel application with the formula =FINV(0.05; 3; 71) obtained a F<sub>table</sub> of 2,733.

In the results of the F test with the SPSS application, it is known that the F<sub>cal</sub> obtained is 23.069. This F<sub>cal</sub> value is much larger than the F<sub>table</sub> value which is only 2.733. So accept Ha and reject Ho.

Therefore, it can be concluded that jointly or simultaneously there is a significant influence of Perceived Ease of Use (X1), Perceived Usefulness (X2), Behavioural Intention to Use (X3) on the public's Perceived Trust (Y) for Chat GPT

b. Test t (partial)

The t-test (Partial Test) shows how far the influence of each independent variable, namely Perceived Ease of Use (X1), Perceived Usefulness (X2), Behavioural Intention to Use (X3) on the bound variable (Repurchase Interest) partially or individually. This test was carried out using a significance level of 5%.

1. If the significance value t < 0.05, then accept Ha and reject Ho.
2. If the significance value t > 0.05, then reject Ha and accept Ho.

Other guidelines that can be done are:

1. If -t<sub>table</sub> < count < t<sub>table</sub> then accept Ho and reject Ha.
2. If t<sub>cal</sub> > t<sub>table</sub> or -t<sub>cal</sub> > -t<sub>table</sub> then accept Ha and reject Ho.

Where:

1. Ha means that there is a significant influence of the independent variable X on the bound variable Y.
2. Ho means that there is no significant influence of variable X on the bound variable Y.

The table values of the regression model used in this study have been searched with the Ms. Excel application with the formula =TINV(sig; df) with a GIS value of 0.05. It is known that the number of independent variables used is 3 pieces, then df = 3. So that with Ms. Excel the table can be searched with the formula =TINV(0.05; 3) so that it produces a table of 3,182.

The results of the t-test (partial test) using the SPSS application can be seen in the following table:

T Test Result Table

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.971	1.755		2.262	.027
	X1 Perceived Ease of Use	.056	.046	.130	1.204	0.232
	X2 Perceived Usefulness	.111	.040	.322	2.795	0.007
	X3 Behavioural Intention to Use	.395	.139	.351	2.838	0.006
a. Dependent Variable: Y						

Source: Results of Data Processing with SPSS (2024)

The following is a discussion in decision-making using the t-test (partial test).



### 1) Pengaruh Perceived Ease of Use (X<sub>1</sub>) terhadap Perceived Trust (Y)

The results of the t-test showed that the calculated for the Perceived Ease of Use (X<sub>1</sub>) variable was 1.204, with a value ttable is 3.182, so it is known that the tcal value < ttable. This is because 1,204 is smaller than 3,182. So reject Ha and accept Ho.

The significant value of the variable Perceived Ease of Use (X<sub>1</sub>) is 0.232 where this value is much greater than the threshold of the significant value of 0.05. So reject Ha and accept Ho.

So it can be concluded that **there is no** partially significant influence of Perceived Ease of Use (X<sub>1</sub>) on the lecturer's Perceived Trust (Y) for Chat GPT.

### 2) Pengaruh Perceived Usefulness (X<sub>2</sub>) terhadap Perceived Trust (Y)

The results of the t-test show that the tcount for the Perceived Usefulness (X<sub>2</sub>) variable is 2.795, with a ttable value of 3.182, so it is known that the tcount value > ttable. This is because 2,795 is greater than 3,182. So reject Ho and accept Ha.

The significant value t of the Perceived Usefulness (X<sub>2</sub>) variable is 0.007, where this value is much smaller than the threshold of the significant value of 0.05. So reject Ho and accept Ha.

So it can be concluded that **there is a** partially significant influence of Perceived Usefulness (X<sub>2</sub>) on the lecturer's Perceived Trust (Y) for Chat GPT.

### 3) Pengaruh Behavioural Intention to Use (X<sub>3</sub>) terhadap Perceived Trust (Y)

The results of the t-test show that the tcount for the Behavioural Intention to Use (X<sub>3</sub>) variable is 2.838, with a ttable value of 3.182, so it is known that the tcount value < ttable. This is because 2,838 is smaller than 3,182. So reject Ha and accept Ho.

The significant value t of the Behavioural Intention to Use (X<sub>3</sub>) variable is 0.006, where this value is much greater than the threshold of the significant value of 0.05. So reject Ha and accept Ho.

So it can be concluded that **there is a** partially significant influence of Perceived Usefulness (X<sub>2</sub>) on the lecturer's Perceived Trust (Y) for Chat GPT.

## V. CONCLUSION

Based on the results and analysis carried out in this study, the author can conclude several of them, namely:

- a. A significant factor affecting the trust of the Chat GPT system running in the campus community, especially lecturers, is the influence of perception of usefulness (Perceived Usefulness) is very large, its influence on the perception of public trust in the campus environment in using Chat GPT means that users continue to use Chat GPT because the benefits are great.
- b. In the Tecnology Acceptance Model (TAM) method, it has been proven to be 3,971 points, meaning that the

trust of the campus community already exists, because one of the factors is that so far the image of Chat GPT has remained good in the eyes of the campus community, especially lecturers at Panca Budi Development University, which is very helpful in solving problems in the world of knowledge

- c. The recommendation in the Chat GPT application technologically is that Chat GPT must be able to be multi-language further, which needs to be improved in terms of Visual Interactive experience by adding richer visual capabilities such as generating graphs, diagrams, or interactive visuals to support clearer explanations.

## 5.2. Suggestions

Based on the results and analysis carried out in this study, the author provides suggestions for several of them, namely:

1. It is better to carry out briefing and socialization in using *Chat GPT* so that it does not take the whole from Chat GPT, but must be processed with their own opinions, so that it is hoped that *Chat GPT users* in the community on the campus of the Panca Budi Development University in Medan will be more trusting, especially for lecturers.
2. This research is only limited to the results of respondents using questionnaire instruments, it is hoped that further research can be carried out using interview and observation instruments
3. For the next research, it is better to add construct variables outside of the construct variables contained in the TAM (*Technology Acceptance Model*) method of this research.

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