

ABSTRACT

Virtual Assistant Serina SMB Telkom's is the latest technology-based customer service launched by Telkom's SMB National Admission. The Virtual Assistant who is familiarly called the Serina chatbot can serve questions as well as complaints of students, new students, and parents through the LINE messenger application. The purpose of the emergence of Serina chatbot is to facilitate customer service which previously could only be done when the admin is online, to be 24 hours with a robot. However, based on research compiled by researchers, it was found that the convenience provided by artificial intelligence technology has not been widely accepted and used by customers of SMB Telkom digital touch point. Then, to know the factors that influence the acceptance or rejection of this technology used a modified TAM model with the addition of other external variables namely compatibility. This research was conducted to determine consumer responses and to see the influence between variables regarding compatibility, perceived usefulness, perceived ease of use, behavioral intention, and actual use of Serina chatbot using the TAM approach.

This research uses quantitative methods with descriptive and causal research types. The sampling technique uses a non probability sampling technique with a purposive sampling type with a sample size of 100 respondents. Data analysis techniques using descriptive analysis and SEM-PLS using the outer model and inner model.

Based on the results of descriptive analysis, overall compatibility is in the good category, perceived usefulness in the good enough category, perceived ease of use in the good category, behavioral intention in the good enough category, and actual use in the good enough category. The t-statistic and P-coefficient results show that: compatibility influences perceived usefulness and perceived ease of use, perceived ease of use affects perceived usefulness and behavioral intention, perceived usefulness influences behavioral intention and behavioral intention influences actual use.

Keywords: Chatbot, Technology Acceptance Model (TAM), Compatibility, Partial Least Square (PLS)