TABLE OF CONTENTS

COVER PAGE	i
DECLARATION PAGE	ii
ABSTRACT	111
TABLE OF CONTENTS	V
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER I INTRODUCTION	1
1.1. Research Overview	1
1.2. Research Background	2
1.3. Problem Statement	3
1.4. Research Questions	4
1.5. Research Objectives	4
1.6. Scope of the Study	5
CHAPTER II LIBRARY REVIEW	7
2.1. Theoretical Review	7
2.2. Variables Review	8
2.3. Research Framework	21
2.4. Research Hypothesis	28
CHAPTER III RESEARCH METHODOLOGY	32
3.1. Research Characteristics	32
3.2. Operational Variables and Measurement Scale	33
3.3. Population and Sample	40
3.4. Data Collection Method	42
3.5. Validity and Reliability	42
3.6. Data Analysis Techniques	45
3.7. Hypothesis testing	50
CHAPTER IV RESULT AND DISCUSSION	53
4.1. Respondents Characteristic	53
4.1.1. Respondent Characteristic by Gender	53

4.1.2.	Respondent Characteristic by Age	54
4.1.3.	Respondent Characteristic by Educational Background	55
4.1.4.	Respondent Characteristic by Occupation	56
4.1.5.	Respondent Characteristic by Intensity of Using ChatGPT	57
4.1.6.	Respondent Characteristic by Country of Origin	57
4.2.	Research Result	57
4.2.1.	Descriptive Analysis Result	57
4.3.	Assessment of Measurement Model	66
4.4.	Assessment of Structural Model	72
4.5.	Goodness of Fit Test	75
4.6.	Kurtosis and skewness	76
4.7.	Importance of Performance Matrix Analysis (IPMA) for Suggestions	77
4.8.	Discussion of Research Result	78

CHAPTER V CONCLUSION AND SUGGESTION

5.1.	Conclusion	83
5.2.	Suggestions	85
5.3.	Suggestions for Future Research	92

REFERENCES

93