

## Contents

ACKNOWLEDGEMENT .....	2
ABSTRACT .....	3
CHAPTER I .....	9
INTRODUCTION AND BACKGROUND .....	9
1.1    Introduction .....	9
1.2.1 About ChatGPT .....	12
1.2.2 AI in Education (AIEd) .....	12
1.3    Research Problem Statement .....	15
1.4.1    Research Questions .....	16
1.4.3    Objectives .....	17
1.6    Outline of Chapters .....	19
CHAPTER II .....	20
LITERATURE REVIEW .....	20
2    Introduction .....	20
2.1.1    Consumer Behavior Theory: Reasons Why People Adopt a Product And Search For Similar Products .....	21
2.1.4    Previous Research Studies (The State of the Art) .....	27
2.1.5    Unified Theory of Acceptance and Use of Technology (UTAUT) .....	74
2.2    Modified Model .....	84
2.3    Hypothesis .....	84
CHAPTER III .....	87
RESEARCH METHODOLOGY .....	87
3.1    Introduction .....	87
3.1.1    Research Philosophy .....	88
3.1.2 Positivism .....	88
3.1.3 Research Approach .....	89
3.1.4 Abduction .....	89
3.1.5 The Research Methods .....	90
3.1.6 Methodological Choice .....	90
3.1.7 The Research Strategy .....	90
3.1.8 Survey .....	90
3.1.9 Population .....	91
3.1.10 Sample and Sampling .....	91
3.1.11 Time Horizon .....	93
3.1.12 Data Collection Instruments .....	93

3.4 Data Collection Procedure.....	102
3.4.3 Data Analysis Procedure .....	102
3.5 Reliability Measures and Validity of The Study for Quantitative Study.....	107
3.5.4 Ethical Consideration .....	116
<b>RESULT AND DISCUSSION .....</b>	<b>118</b>
4.1. Respondents Characteristic.....	118
4.1.1. Respondent Characteristic by Gender .....	118
4.1.2. Respondent Characteristic by Age .....	119
4.1.3. Respondent Characteristic by Educational Background .....	120
4.1.4. Respondent Characteristic by Occupation .....	120
4.1.5 Respondent Characteristic by Intensity of Using ChatGPT .....	121
4.1.6. Respondent Characteristic by Country of Origin.....	121
4.2.Research Result.....	122
4.2.1. Descriptive Analysis Result .....	122
4.3. Assessment of Measurement Model .....	136
4.3.1. Goodness of Fit Test .....	148
4.3.2. Discussion of Research Result .....	149
<b>CHAPTER V .....</b>	<b>156</b>
<b>CONCLUSION AND SUGGESTION .....</b>	<b>156</b>
5.1. Conclusion .....	156
5.2. Suggestions.....	156
Bibliography .....	158
Reference .....	159
<b>APPENDIX .....</b>	<b>175</b>