

ABSTRACT

This research discusses the factors influencing students' intention to continue using the BING chatbot for academic tasks. The method used is quantitative with a modified model of A Post-Acceptance of IS Continuance using the Technology Acceptance Model (TAM) and Expectation-Confirmation Theory (ECT).

The analysis was conducted using PLS-SEM with 185 respondents, The results showed that PEIQ has a significant effect on CON. PEIQ has a significant effect on SAT. CON has no significant effect on SAT. CON has a significant effect on PEU. CON has a significant effect on PEEOU. CON has a significant effect on PEE. PEU has a significant effect on SAT. PEU has a significant effect on COI. PEEOU has no significant effect on SAT. PEEOU has no significant effect on COI. PEE has a significant effect on SAT. PEE has a significant effect on COI. SAT has a significant effect on COI.

Keyword: Chatbot, Artificial Intelligence, Post-Acceptance of IS Continuance, Technology Acceptance Model (TAM) Expectation-Confirmation Theory (ECT),