

Abstract

This study compares technology acceptance on ChatGPT and Google Gemini applications through sentiment analysis based on the IndoBERT model. Data was obtained from user reviews on Google Play Store and analyzed using the Unified Theory of Acceptance and Use of Technology (UTAUT3) framework. This research includes seven main stages, namely data collection, data cleaning, data labeling, data preprocessing, model training, performance evaluation, and sentiment analysis based on UTAUT3. The results show that the dimensions of performance expectancy and hedonic motivation dominate positive sentiment, while perceived risk is the dimension with the highest negative sentiment. The total data used amounted to 25,106 reviews, consisting of 18,617 ChatGPT reviews and 6,489 Google Gemini reviews. Model performance showed satisfactory results with accuracy above 80 percent on training, validation and test data. The findings illustrate that users prioritize application performance and convenience, but also consider risks related to answer accuracy and data security. The results of this research are expected to help developers improve the quality and user experience of artificial intelligence-based chatbot applications.

Keywords: ChatGPT, Google Gemini, IndoBERT, Sentiment Analysis, UTAUT3, Technology Acceptance, User Reviews.