

ABSTRACT

This research is entitled The Influence of Data Sensitivity and Anthropomorphism on the Privacy Concerns of Google Assistant Users in Indonesia. The increasing use of intelligent virtual assistants such as Google Assistant in Indonesia creates a dilemma between functional convenience and rising privacy concerns, especially within the context of developing data protection regulations. This study aims to empirically analyze the influence of Data Sensitivity, Anthropomorphism, and the Role of Anthropomorphism on Privacy Concerns, as well as its impact on Information Disclosure behavior. This research employed a quantitative method by distributing questionnaires to 409 respondents who are Google Assistant users in Indonesia, and the data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM).

The results revealed significant findings. It was found that Anthropomorphism and the Role of Anthropomorphism significantly and positively increase Privacy Concerns. Furthermore, a 'privacy paradox' was observed, where the act of Disclosing Information also significantly increased Privacy Concerns. In contrast, Data Sensitivity was found to have no significant effect on Privacy Concerns. The main conclusion of this research is that users' privacy concerns are driven more by perceptions of the AI's "human-like" nature than by the type of data shared. Privacy Concerns were also proven to be a crucial mediator between the perception of anthropomorphism and information disclosure behavior, signifying a paradigm shift in privacy studies in the AI era.

Keywords: *data sensitivity, anthropomorphism, privacy concerns, Google Assistant, intelligent virtual assistant.*