

ABSTRAK

Perkembangan generatif *artificial intelligence* (AI) telah mendorong perubahan cara mahasiswa memperoleh dan memanfaatkan informasi dalam kegiatan akademik. Merespons perkembangan tersebut, UPT Perpustakaan Universitas Diponegoro menyediakan layanan AI berlangganan untuk mendukung kebutuhan akademik dan riset civitas akademika. Namun, kehadiran layanan tersebut perlu dianalisis untuk mengukur tingkat penerimaan mahasiswa terhadap teknologi yang disediakan. Tujuan penelitian ini adalah untuk mengetahui pengaruh *Technology Acceptance Model* (TAM) terhadap *intention to use* layanan AI di UPT Perpustakaan Universitas Diponegoro. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan pendekatan kausalitas. Data diperoleh melalui kuesioner yang disebarkan kepada 100 mahasiswa S1 Universitas Diponegoro yang pernah menggunakan layanan AI di UPT Perpustakaan Universitas Diponegoro. Teknik analisis data yang digunakan meliputi analisis deskriptif, uji normalitas, dan uji regresi linear sederhana. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara TAM terhadap *intention to use* layanan AI dengan nilai signifikansi $0,001 < 0,05$ dan nilai $t_{hitung} (8,765) > t_{tabel} (1,660)$, sehingga H_a diterima dan H_0 ditolak. Temuan ini diharapkan dapat menjadi bahan rekomendasi bagi perpustakaan dalam mengembangkan dan meningkatkan layanan AI agar lebih sesuai dengan kebutuhan pengguna.

Kata kunci: layanan *artificial intelligence* (AI); *Technology Acceptance Model* (TAM), *intention to use*, perpustakaan perguruan tinggi

ABSTRACT

Advances in generative artificial intelligence (AI) have transformed the way students access and utilize information in their academic activities. In response to these developments, the UPT Library of Universitas Diponegoro offers subscription-based AI services to support the academic and research needs of the university community. However, the implementation of these services requires analysis to assess the level of student acceptance of the provided technology. The objective of this study is to determine the influence of the Technology Acceptance Model (TAM) on intention to use toward AI services at the UPT Library of Universitas Diponegoro. The method used in this study is a quantitative method with a causal approach. Data were collected via a questionnaire distributed to 100 undergraduate students at the Universitas Diponegoro who had previously used AI services at the UPT Library of Universitas Diponegoro. The data analysis techniques used included descriptive analysis, normality tests, and simple linear regression tests. The results of the study indicate that there is a positive and significant relationship between TAM and intention to use toward AI services, with a significance level of $0.001 < 0.05$ and a calculated t-value (8.765) > table t-value (1.660), thus accepting the alternative hypothesis (H_a) and rejecting the null hypothesis (H_0). It is hoped that these findings can serve as recommendations for libraries in developing and improving AI services to better meet user needs.

Keywords: *artificial intelligence (AI) services; Technology Acceptance Model (TAM), intention to use, academic libraries*