

Analisis Faktor-Faktor Penentu Penggunaan AI secara Etis di Kalangan Mahasiswa dengan Menggunakan Teori Planned Behavior dan Health Belief Model (Studi Kasus: ChatGPT) = Analysis of Determining Factors for the Ethical Use of AI Among Students Using the Theory of Planned Behavior and Health Belief Model (Case Study: ChatGPT)

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Abstrak

ChatGPT adalah sebuah generative AI yang dikembangkan oleh OpenAI dan telah memiliki pengguna yang banyak. Penggunaan ChatGPT di lingkungan akademik menjadi sebuah perhatian karena berpotensi untuk melanggar etika akademis yang ada. Pemahaman ethics khususnya dalam menggunakan AI menjadi penting untuk dipahami oleh mahasiswa agar dapat terhindar dari sanksi akademis dan dapat menggunakan AI tersebut dalam ranah yang wajar. Penelitian ini bertujuan mengidentifikasi faktor-faktor penentu penggunaan AI secara etis oleh mahasiswa dalam pengerjaan tugas perkuliahan, menggunakan Health Belief Model untuk memprediksi sikap mahasiswa untuk berperilaku etis dan Theory of Planned Behavior untuk menjelaskan niat mahasiswa dalam berperilaku etis ketika menggunakan AI. Penelitian ini dilakukan dengan metode explanatory sequential mixed methods. Penelitian dimulai dengan melakukan wawancara dengan 12 mahasiswa untuk menyusun indikator variabel. Penelitian dilanjutkan dengan metode kuantitatif dengan menganalisis data kuesioner dari 394 mahasiswa Universitas Indonesia. Data kuantitatif dianalisis menggunakan Partial Least Square Structural Equation Model (PLS-SEM) dengan bantuan program SmartPLS 4. Penelitian ini dilanjutkan dengan metode kualitatif untuk memperdalam temuan dari metode kuantitatif, melalui wawancara dengan 10 responden, yang kemudian transkripnya dianalisis menggunakan metode thematic analysis. Hasil penelitian menunjukkan bahwa perceived susceptibility, perceived severity, perceived benefits, perceived barriers memiliki pengaruh terhadap attitude towards ethical use of AI. Selain itu, attitude towards ethical use of AI, subjective norms, perceived behavioral control, dan cues to action memiliki pengaruh terhadap ethical use of AI intention. Ethics curriculum hanya memberikan pengaruh moderasi terhadap hubungan attitude towards ethical use of AI dengan ethical use of AI intention saja, tetapi tidak memberikan pengaruh moderasi terhadap hubungan subjective norms maupun perceived behavioral control dengan ethical use of AI intention. Penelitian ini diharapkan memberikan kontribusi teoritis dan praktis dalam penggunaan AI secara etis di bidang akademik.

.....ChatGPT is a generative AI developed by OpenAI and has gained a significant number of users. The use of ChatGPT in academic settings has raised concerns due to its potential to violate existing academic ethics. Understanding ethics, particularly in using AI, is crucial for students to avoid academic sanctions and to use AI appropriately. This study aims to identify the determinants of ethical AI usage by students in completing academic assignments, employing the Health Belief Model to predict students' attitudes toward ethical behavior and the Theory of Planned Behavior to explain students' intentions to behave ethically when using AI. This research was conducted using the explanatory sequential mixed methods approach. The study began with interviews involving 12 students to develop variable indicators. It was followed by a quantitative method, analyzing questionnaire data from 394 Universitas Indonesia students. The quantitative data were analyzed using the Partial Least Square Structural Equation Model (PLS-SEM) with the help of SmartPLS 4

software. The research then proceeded with a qualitative method to deepen the findings from the quantitative method through interviews with 10 respondents, whose transcripts were analyzed using the thematic analysis method. The findings show that perceived susceptibility, perceived severity, perceived benefits, and perceived barriers influence attitude towards ethical use of AI. Additionally, attitude towards ethical use of AI, subjective norms, perceived behavioral control, and cues to action influence ethical use of AI intention. The ethics curriculum was found to moderate only the relationship between attitude towards ethical use of AI and ethical use of AI intention, but not the relationships between subjective norms or perceived behavioral control and ethical use of AI intention. This study is expected to provide theoretical and practical contributions to promoting ethical AI usage in academic contexts.