

ABSTRACT

The implementation of chatbot in Telkomsel, the virtual assistant 'Veronika' which was built with chat-based technology platforms such as LINE, Facebook Messenger and Telegram, is the latest innovation presented by Telkomsel to improve customer service. Through chatbots, Telkomsel customers can submit information or services related to Telkomsel products and services. To increase the use of chatbots on LINE, researchers want to know what are the factors that influence or adopt Telkom Veronika chat technology.

This study uses an extended TAM model (Extended TAM-2) with modified models (compatibility as modified variable) with the aim of achieving a comprehensive model. The data used are primary data using a questionnaire.

This type of research is quantitative with primary data through a questionnaire. Distribution of questionnaires through the googledocs link that was distributed through the LINE application, obtained 356 samples with complete data. From the sample descriptive analysis, validity and reliability tests were performed using SPSS 24 software. The analysis technique used to interpret and analyze data in the study was the Structural Equation Model (SEM) using the AMOS version 23 software.

Before testing the hypothesis, the researcher added 45 modification between error terms in the initial research model to obtain goodness of fit criteria that deserve to be accepted. In testing the hypothesis conducted, it was found 4 (four) rejected hypotheses, namely H3: Subjective norms (subjective norms) had a significant positive influence on the perception of the benefits (perceived benefits) of Telkomsel chatbots; H7: The relevance of work (job relevance) has a significant positive influence on the perception of the benefits (perceived benefits) of Telkomsel chatbots; H9: Demonstration of results (demonstrability of results) has a significant positive effect on the perception of the benefits (perceived benefits) of Telkomsel chatbots; H11: Perception of ease of use (Perception of ease of use) has a significant positive influence on interest in use (behavioral intention) of Telkomsel chatbots

The results of data analysis explain the relationship between variables developed in the research model as follows (1) Compatibility factors (compatibility) have a positive influence on perceived usefulness of Telkomsel chatbots. (2) Compatibility factors (compatibility) have a significant relationship to perceived ease of use of Telkomsel chatbots. (3) Subjective norms (subjective norms) do not have a significant effect on perceived usefulness of Telkomsel chatbots. (4) Subjective norms (subjective norms) have a positive influence on interest in the Telkomsel chatbot's behavioral intention. (5) Subjective norms (subjective norms) have a significant positive influence on the image (image) of the user. (6) Image (image) has a significant positive influence on perceived usefulness of Telkomsel chatbots. (7) Job Relevance does not have a significant effect on the perceived usefulness of Telkomsel chatbots. (8) Quality of output (quality of output) has a positive effect on perceived usefulness of Telkomsel chatbots. (9) Demonstration of results (result demonstrability) does not have a significant effect on perceived usefulness of Telkomsel chatbots. (10) Perception of convenience of use (Perceived ease of use) has a significant positive effect on the perceived usefulness of Telkomsel chatbots. (11) Perception of convenience of use (Perceived ease of use) does not have a significant effect on Telkomsel chatbot's behavioral intention. (12) Perceived usefulness has a positive effect on interest in the Telkomsel chatbot's behavioral intention. 13) Interest in use (behavioral intention) has a significant positive relationship to actual system use of Telkomsel chatbots

Keywords: *Technology Acceptance Model 2 (TAM 2), Compatibility, Chatbot, Structural Equation Model*