

ABSTRACT

This study aims to identify and analyze the factors influencing the social sustainability of AI Chatbots, with a focus on the mediating role of Sustainable Use. Using a quantitative approach with Structural Equation Modeling (SEM) on 411 respondents who are Chatbot AI users in Indonesia, the results show that Sustainable Use has a positive and significant impact on Social Sustainability. In addition, antecedent factors such as Perceived Vulnerability, Self-Efficacy, Response Costs, as well as cybersecurity concerns (Confidentiality and Privacy) and user experience (Perceived Usefulness and Satisfaction) were also found to have a positive and significant effect on Sustainable Use. The research confirms that Sustainable Use acts as a mediator; where factors such as data confidentiality, privacy, perceived usefulness, and user satisfaction indirectly influence Social Sustainability. These findings are expected to provide insights for developers and policymakers to create AI technology that is safer, more responsible, and socially sustainable..