

**PENGARUH TECNOLOGY READINESS, PERCEIVED EASE OF USE,
PERCEIVED USEFULNESS, DAN PERCEIVED VALUE
TERHADAP ADOPTION INTENTION DALAM
PENGUNAAN ASSISTANT AI PADA APLIKASI DEEPSEEK
(Studi Pada Mahasiswa Akuntansi UPN Veteran Yogyakarta)**

FAKHRIZA PRATAMA PUTRA

NIM. 142210051

Mahasiswa Program Studi Akuntansi

Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta

ABSTRACT

This study was conducted with the aim of determining the influence of technology readiness, perceived ease of use, perceived usefulness, and perceived value on adoption intention in the use of the assistant AI feature in the DeepSeek application at UPN "Veteran" Yogyakarta. This study uses a quantitative method with the population being accounting students at UPN "Veteran" Yogyakarta who will use the Assistant AI feature in the DeepSeek application. The sampling technique used in this study is non-probability in the form of purposive sampling. In this study, the data collection method used a questionnaire that was distributed offline to 125 respondents which was measured using a likert scale. The analysis tool used is using SmartPLS 3 software. The results of the study showed that (1) technology readiness had an effect on Adoption Intention, (2) perceived ease of use had no effect on Adoption Intention, (3) perceived usefulness had no effect on Adoption Intention, and (4) perceived value had an effect on Adoption Intention.

Kata kunci: *Artificial Intelligence, Assistant AI, DeepSeek,*

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ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh *technology readines*, *perceived ease of use*, *perceived usefulness*, dan *perceived value* terhadap *Adoption Intention* dalam penggunaan fitur Assistant AI pada aplikasi DeepSeek di UPN “Veteran” Yogyakarta. Penelitian ini menggunakan metode kuantitatif dengan populasinya adalah mahasiswa akuntansi di UPN “Veteran” Yogyakarta yang akan menggunakan fitur Assistant AI pada aplikasi DeepSeek. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *non-probability* berupa *purposive sampling*. Dalam penelitian ini, metode pengumpulan data menggunakan kuesioner yang disebarakan secara luring kepada 125 responden yang diukur menggunakan skala likert. Alat analisis yang digunakan adalah menggunakan software SmartPLS 3. Hasil penelitian menunjukkan bahwa (1) *technology readiness* berpengaruh terhadap *Adoption Intention* (2) *perceived ease of use* tidak berpengaruh terhadap *Adoption Intention* (3) *perceived usefulness* tidak berpengaruh terhadap *Adoption Intention* (4) *perceived value* berpengaruh terhadap *Adoption Intention*.

Kata kunci: *Artificial Intelegence*, Assistant AI, DeepSeek,