

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh paparan AI, sikap terhadap AI, dan persepsi akurasi AI terhadap keputusan memilih Universitas Trunodjoyo Madura, dengan kepercayaan merek sebagai variabel mediasi. Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah seluruh mahasiswa Universitas Trunodjoyo Madura yang menggunakan AI dalam proses pencarian informasi perguruan tinggi. Sampel penelitian berjumlah 100 responden yang ditentukan menggunakan *purposive sampling*. Teknik pengumpulan data dilakukan melalui kuesioner, sedangkan analisis data menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa sikap terhadap AI dan persepsi akurasi AI berpengaruh signifikan terhadap kepercayaan merek, sedangkan paparan AI tidak berpengaruh signifikan. Terhadap keputusan memilih universitas, paparan AI, persepsi akurasi AI, dan kepercayaan merek terbukti berpengaruh signifikan. Sedangkan sikap terhadap AI tidak berpengaruh signifikan terhadap keputusan memilih. Dalam pengujian mediasi, kepercayaan merek mampu memediasi pengaruh sikap terhadap AI terhadap keputusan memilih (mediasi penuh), namun tidak mampu memediasi pengaruh paparan AI dan persepsi akurasi AI.

Kata Kunci: *Artificial Intelligence*, Paparan AI, Sikap Terhadap AI, Persepsi Akurasi AI, Kepercayaan Merek, Keputusan Memilih

ABSTRACT

This study aims to determine the effect of AI exposure, attitudes toward AI, and perceived AI accuracy on the decision to choose Trunodjoyo University, Madura, with brand trust as a mediating variable. This study uses a quantitative method. The population in this study were all students of Trunodjoyo University, Madura, who use AI in the process of searching for higher education information. The research sample consisted of 100 respondents determined using purposive sampling. The data collection technique was carried out through a questionnaire, while data analysis used SmartPLS. The results showed that attitudes toward AI and perceived AI accuracy had a significant effect on brand trust, while AI exposure did not have a significant effect. On the decision to choose a university, AI exposure, perceived AI accuracy, and brand trust were proven to have a significant effect. Meanwhile, attitudes toward AI did not have a significant effect on the decision to choose. In the mediation test, brand trust was able to mediate the effect of attitudes toward AI on the decision to choose (full mediation), but was unable to mediate the effect of AI exposure and perceived AI accuracy.

Keywords: Artificial Intelligence, AI Exposure, Attitude toward AI, Perceived Accuracy of AI, Brand Trust, Decision to Choose