Abstract

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ANALYSIS OF USER SATISFACTION CHATGPT ON GENERATION X, Y, AND Z USING MULTIPLE LINEAR REGRESSION AND FEATURE IMPOR- TANCE METHODS
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(xiv + 60 + attachment)

Artificial Intelligence (AI) is intelligent software that can interact with humans. One significant implementation of AI is ChatGPT, which is an AI- based chatbot that uses a generative language model with transformer te- chnology. Chatgpt has the ability to predict the next word or sentence in a conversation, and can help with various tasks such as completing work, writing code, and telling stories. With its capabilities, chatgpt has become one of the popular chatbots in generation Z. Thus, an analysis of chatgpt user satisfaction was made in generations X, Y, and Z to obtain the results of Chatgpt user satisfaction in each group of its user generations. Chatgpt user satisfaction analysis uses multiple linear regression and feature impor- tance methods. The multiple linear regression method consists of dependent variables and independent variables. The dependent variable used in this study is User Satisfaction, and there are seven independent variables used, namely: Frequency of Use, Purpose of Use, Ease of Use, Quality of Answers, Trust in Answers, Emotional Interaction, and User Generation. The study was conducted by distributing questionnaires to chatgpt users who met the age range criteria for generations X, Y, and Z and the questionnaire design was tested using the Python language on Google Colab software. The results of the validity test showed that each instrument from each variable of the questionnaire for users of generations X, Y and Z was declared valid becau- se it had a value above 0.025. While the results of the reliability test of all

user data for generations X, Y, and Z were declared reliable because they had a value above 0.70. Then, in the results of the analysis of user satisfaction, chatgpt generation X obtained the highest value by reaching a value of 100% very satisfied. While chatgpt generation Y users obtained a satisfaction level of 99.8% which is still classified as very satisfied. However, in the results of the analysis of chatgpt user satisfaction in generation Z, the level of satisfa- ction was quite low compared to the results of the previous user analysis, chatgpt Generation Z users had a satisfaction level of 50.2% with a category of being quite satisfied with the use of chatgpt.

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