

ABSTRAK

Nicholas Agape (02011220073)

PENGARUH *PRODUCT QUALITY*, *ARTIFICIAL INTELLIGENCE ENABLED SERVICE QUALITY*, *PERCEIVED CONVENIENCE*, *PERCEIVED EASE OF USE*, TERHADAP *USER SATISFACTION* MELALUI *ARTIFICIAL INTELLIGENCE USER EXPERIENCE*, *ARTIFICIAL INTELLIGENCE TRUST* PADA PENGGUNA GARMIN SMARTWATCH DI SURABAYA(LXXIX + 237 halaman: 12 gambar; 84 tabel; 79 lampiran)

Teknologi kecerdasan buatan telah merevolusi berbagai industri, termasuk industri teknologi *wearable*. Garmin telah mengintegrasikan AI dalam berbagai produk *smartwatch*nya. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, kualitas layanan yang dimungkinkan oleh AI, *perceived convenience*, *perceived ease of use*, terhadap *user satisfaction* melalui *AI user experience* dan *AI trust* pada pengguna Garmin *smartwatch* di Surabaya.

Penelitian ini menggunakan metode kuantitatif dengan desain penelitian *explanatory research*. Data dikumpulkan melalui survei *online* terhadap 158 pengguna Garmin *smartwatch* di Surabaya. Data dianalisis dengan menggunakan teknik *snowball sampling* bantuan *software SPSS* versi 22.0. Dan pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 158 orang baik kepada pria maupun wanita yang berusia 18-60 tahun dan tinggal di Surabaya dan yang telah menggunakan produk Garmin *Smartwatch* secara rutin minimal 3 bulan.

Hasil penelitian menunjukkan bahwa *AI Enabled Service Quality*, *perceived convenience*, dan *Perceived Ease Of Use* berpengaruh positif terhadap *AI User Experience*. *AI Enabled Service Quality*, dan *Perceived Ease Of Use* berpengaruh positif terhadap *AI Trust*. *Product Quality* tidak berpengaruh signifikan terhadap *AI User Experience*. *Product Quality*, dan *Perceived Convenience* tidak berpengaruh signifikan terhadap *AI Trust*. *AI user experience* tidak berpengaruh signifikan terhadap *User Satisfaction*. *AI Trust* terbukti berpengaruh signifikan terhadap *User Satisfaction*.

Kata Kunci: Kualitas Produk, Kualitas Layanan yang Dimungkinkan oleh AI, *Perceived Convenience*, *Perceived Ease of Use*, *AI User Experience*, *AI Trust*, *User Satisfaction*, Garmin *Smartwatch*.

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ABSTRACT

Nicholas Agape (02011220073)

THE INFLUENCE OF PRODUCT QUALITY, ARTIFICIAL INTELLIGENCE ENABLED SERVICE QUALITY, PERCEIVED CONVENIENCE, PERCEIVED EASE OF USE, ON USER SATISFACTION THROUGH ARTIFICIAL INTELLIGENCE USER EXPERIENCE, ARTIFICIAL INTELLIGENCE TRUST ON GARMIN SMARTWATCH USERS IN SURABAYA(235 – LXXIX + 52 halaman: 12 gambar; 83 tabel; 79 lampiran)

Artificial intelligence technology has revolutionized various industries, including the wearable technology industry. Garmin has integrated AI into its various smartwatch products. This study aims to analyze the effect of product quality, service quality enabled by AI, perceived convenience, perceived ease of use, on user satisfaction through AI user experience and AI trust on Garmin smartwatch users in Surabaya.

This study uses a quantitative method with an explanatory research design. Data were collected through an online survey of 158 Garmin smartwatch users in Surabaya. Data were analysed using the snowball sampling technique assisted by SPSS software version 22.0. And data collection was carried out by distributing questionnaires to 158 people, both men and women aged 18-60 years and living in Surabaya and who had used Garmin Smartwatch products routinely for at least 3 months.

The results of the study indicate that AI Enabled Service Quality, perceived convenience, and Perceived Ease Of Use have a positive effect on AI User Experience. AI Enabled Service Quality, and Perceived Ease Of Use have a positive effect on AI Trust. Product Quality does not have a significant effect on AI User Experience. Product Quality, and Perceived Convenience do not have a significant effect on AI Trust. AI user experience does not have a significant effect on User Satisfaction. AI Trust is proven to have a significant effect on User Satisfaction.

Keywords: Product Quality, AI-Enabled Service Quality, Perceived Convenience, Perceived Ease of Use, AI User Experience, AI Trust, User Satisfaction, Garmin Smartwatch.

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