

ABSTRAK

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(xiii + 212 Halaman + 13 Gambar + 27 Tabel + 3 Lampiran)

PENGARUH ANTESEDEN DARI *INTENTION TO ADOPT AI SPEECH LANGUAGE* DENGAN MODERASI *E-LIFESTYLE* DAN *INTEREST IN FOREIGN LANGUAGES* SERTA DAMPAKNYA TERHADAP *POSITIVE E-WOM*

Penelitian ini menyajikan konsepsi komprehensif mengenai faktor-faktor yang mendorong niat siswa SMA di Jawa Barat untuk mengadopsi *AI-based speech language tools* dan terbentuknya *positive e-WOM* yang berkelanjutan. Studi ini menekankan peran sentral *perceived intelligence*, *usefulness*, *empathy*, *intuitiveness*, *voice quality*, dan *transparency* dalam membentuk *adoption intention*. Penelitian ini melibatkan 263 siswa SMA di Jawa Barat. Data dianalisis menggunakan *Partial Least Squares Structural Equation Modelling* (PLS-SEM). Semua jalur yang dihipotesiskan terbukti signifikan yang positif. Dengan pendekatan *disjoint two-stage* untuk *Intelligence* sebagai *higher order construct* muncul sebagai prediktor terkuat dan *empathy* juga memegang peranan penting menurut perspektif siswa. Pada studi ini juga merancang sistem AI dengan pendekatan *human-centered*. Lebih lanjut, hasil penelitian ini mengungkap bahwa *e-lifestyle* siswa yang berpadu dengan intrinsik *interest in foreign languages learning* berfungsi sebagai moderator krusial yang memperkuat hubungan antara *adoption intention* dan *positive e-WOM*. Temuan ini tidak hanya memperkuat teori adopsi AI dalam bidang pendidikan, tetapi juga memberikan rekomendasi praktis bagi pengembang, guru, dan pengelola sekolah dalam mendukung pemanfaatan teknologi AI untuk pembelajaran bahasa.

Kata kunci: *AI speech language, high school students, positive e-WOM, intention to adopt, human-centered AI*

Referensi: 162 (1974-2025)

ABSTRACT

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THE INFLUENCE OF ANTECEDENTS OF INTENTION TO ADOPT AI SPEECH LANGUAGE WITH MODERATION OF E-LIFESTYLE AND INTEREST IN FOREIGN LANGUAGES AND ITS IMPACT ON POSITIVE E-WOM

This study presents comprehensive insights into the factors that drive the intention of high school students in West Java to adopt AI-based speech language tools and the formation of sustainable positive e-WOM. This study emphasizes perceived intelligence, usefulness, empathy, intuitiveness, voice quality, and transparency in shaping adoption intention. This study involved 263 high school students in West Java. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). All hypothesized paths proved to be significantly positive. With a disjoint two-stage approach, intelligence as a higher-order construct emerged as the strongest predictor, and empathy also played an essential role from the students' perspective. This study also designed an AI system with a human-centered approach. Furthermore, the results of this study reveal that students' e-lifestyle combined with intrinsic interest in foreign languages learning is a crucial moderator that strengthens the relationship between adoption intention and positive e-WOM. These findings strengthen the theory of AI adoption in education and provide practical recommendations for developers, teachers, and school administrators in supporting the use of AI technology for language learning.

Keywords: *AI speech language, high school students, positive e-WOM, intention to adopt, human-centered AI*

References: *162 (1974-2025)*