

THE INFLUENCES OF PRECEPTION OF THE BENEFITS, EASE OF USE, CREDIBILITY, AND KNOWLEDGE MANAGEMENT IN CHATGPT TOWARD THE SATISFACTION AND TRUSTWORTHINESS FOR GENREATION Y

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Abstract

In the digital era, where Artificial Intelligence (AI) has assumed a pivotal role in daily life, ChatGPT, a large language model that can generate natural language, has gained significant popularity. This is especially true among the Generation Y people, who have grown up with and are more adept at embracing new technologies than any other generation, contributing to the widespread use of ChatGPT. This research aims to study the levels of influences of the factors such as the perception of benefits, ease of use, reliability, and knowledge management in ChatGPT (Generative Pre-trained Transformer) toward the satisfaction and trust in using this AI. It is produced to present the business paths in terms of computer programs or Artificial Intelligence in order to check on the user's conversation. The samples are 400 respondents from Generation Y within the Bangkok metropolis and its vicinity, and 32 respondents were selected for an in-depth interview. Hypothesis testing is used in path analysis. The research findings are as follows: 1) regarding Gen Y discussions about the perception of benefits, ease of use, reliability, and knowledge management in ChatGPT, it is found that the satisfaction and reliability is at its highest in every aspect, 2) knowledge management in ChatGPT has a positive influence on user satisfaction and an indirect positive influence toward the perceived reliability of AI services with the significance level of 0.01, and 3) the business approach in building the satisfaction toward AI usage Chatbot involves understanding the needs of the users, the designation in natural conversation and speed and accuracy of response, the continuous improvement and learning, the private experience building, security, and recommendation and assistance. The means in building the trust regarding AI Chatbot usage consists of the importance and safety in data, its transparency, and the development of the AI Chatbot to answer questions and respond correctly and purposefully.

Keywords: Perception of Benefit, Knowledge Management, ChatGPT, Generation Y

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Introduction

In the digital age where there is rapid change and development of digital technologies, every aspect of daily life is affected including communication, business, education, etc. OpenAI or Generative Pre-Trained Transformer (GPT) or ChatGPT is a tool that utilizes the technology of GPT language model related to the digital age. It is a complex Chatbot and is capable of performing a wide range of language-related tasks. ChatGPT is a large language model developed by OpenAI that has gained immense popularity in a short period. Launch and development: ChatGPT was first launched in November 2020 and has been continuously developed from GPT-1 to GPT-4. Rapid growth: ChatGPT was able to attract users quickly, with 1 million users within 5 days and 100 million users within 2 months. Global user base: As of August 2023, ChatGPT has nearly 180.5 million users and is available in 188 countries. ChatGPT usage averages up to 1.6 billion times per month. The rapid growth of ChatGPT demonstrates people's demand and interest in AI technology, with a broad user base covering many countries worldwide. The high usage reflects the utility and convenience that ChatGPT brings to users. The success of ChatGPT reflects the potential of AI technology to transform human lifestyles and work (Singh, 2024). It can generate responses similar to human language and is able to naturally communicate as it is integrated into the system. Kirmani (2022) and Dale (2021) claimed that ChatGPT has the ability to understand

and respond to questions or requests in English or other languages in various topics. It is an AI chatbot specifically designed to function as an Artificial Intelligence (AI) system in the form of a chatbot. It is smart and flexible (in terms of being able to answer a wide range of questions quickly, and having various features that are continuously developed and updated, not to mention accuracy, neutrality, and quality, among others). Therefore, users are able to communicate and interact with it quickly and smoothly. Moreover, ChatGPT can recommend and assist users with self-determination providing opportunities to learn and develop skills to respond to the needs and targets of the users.

Using ChatGPT saves users time and money. ChatGPT can provide accurate answers that are relevant to users' needs. ChatGPT is programmed based on the various users' data and it is capable of continuously improving the answers. It is available 24 hours, so the users can access or use it at any time and there is no need for any responses from the authorities. ChatGPT enhances work efficiency, reduces the workload, and provides rapid, high-quality service without human intervention.

Generation Y is a group of people, born in the digital age that can connect with a variety of technology and digital media. They use social media, chat, and applications for sharing experiences and building relationships with the others. The results showed that Generation Y uses AI for most of their work more than any other generation

(Marketplus, 2024). ChatGPT is a technological tool that Generation Y uses to facilitate in finding answers, suggestions and recommendations that are useful for acquiring knowledge. According to usage statistics of ChatGPT by age group and gender, it was found that males use ChatGPT more than females. The age group of 25-34 years old, which belongs to Generation Y, has the highest usage rate (Singh, 2024).

Since the majority of ChatGPT users are Generation Y, they use it for communicating in the digital age which will continually change and adapt. Using the internet is considered an important aspect of life. In this regard, the results of the research will reveal how the influence of such factors affect the satisfaction and trust of Generation Y users especially considering the variety of brands of AI chatbots available for use in the present. As a result of this research, businesses can utilize ChatGPT and other AI chatbots as alternative options to increase their potential and strengthen their operations in various areas. This includes building the trust of Generation Y customers, increasing the efficiency of the organization, and, for new businesses, as a guide in implementing ChatGPT or other AI chatbots to elevate the organization's efficiency. The researchers are interested in studying the influence of the perception of benefits, ease of use, reliability, and knowledge management of ChatGPT toward the satisfaction and trust of Generation Y users.

Objectives

1. To study the perception of benefits, ease of use, reliability, and knowledge management of ChatGPT as well as the satisfaction and trust of Generation Y users of ChatGPT.
2. To study the level of influences of the factors in recognizing the advantages, ease of use, reliability, and knowledge management of ChatGPT on the satisfaction and trust of Generation Y users in using ChatGPT.
3. To provide guidance for new businesses looking to implement ChatGPT or other AI chatbots as alternatives for enhancing organizational efficiency.

Literature Review

This study focuses on the influences that will affect trust of Generation Y users of ChatGPT comprising of 5 interconnected concepts: perception of benefits, ease of use, reliability, knowledge management, satisfaction, and trust. By recognizing the benefits, ease of use, as well as the roles of trust and knowledge management, user satisfaction can be enhanced which lead to greater trust in AI technology.

Concepts of Perception of Benefits and Ease of use

Perceived usefulness and ease of use are factors that significantly influence the acceptance and adoption of technology according to the Technology Acceptance Model (TAM) which is part of the Management

Information Systems (MIS) framework. Studies by Gunawan et al. (2019) and Mercurio and Hernandez (2020) have employed TAM to explain personal acceptance of information technology systems. Their research demonstrated that both the perceived benefits of technology and the perception that the technology is easy to use are critical factors leading to individual acceptance and utilization. Research by Hanjaya et al. (2019) and Londa et al. (2020) further explored the impact of perceived usefulness and ease of use in helping individuals quickly access high-quality information, reduce time and costs, enhance work efficiency, and apply this knowledge to data retrieval from other sources. Based on those, this paper proposes the following assumptions:

H1: The perception of usefulness positively influences satisfaction with using ChatGPT.

H2: Ease of use positively influences satisfaction with using ChatGPT.

Concept and Credibility Theory

The credibility of the sources of information is a key factor that determines whether a recipient will accept or reject the information. Since each person selectively accepts messages based on their attitudes, interests, beliefs, and needs, the Modes of Persuasion are applied. Modes of Persuasion consist of ethos, pathos, and logos and they are used to persuade or influence an audience (Umeogu, 2012). The recipients can verify the credibility of the information by using CRAAP (Currency, Relevance, Authority, Accuracy, and

Purpose). The researchers applied the credibility framework of Londa et al. (2020) and Bhatt and Nagar (2021) to assess the confidence in reliability of use, accuracy, timeliness, security, data safety and privacy. The framework considers factors such as secure handling of users' personal information, the ability to analyze data for decision-making, correct language and terminology usage, clear spelling, and phrasing, and whether the website is well-known and widely accepted by the public. Based on those, this paper proposes the following assumptions:

H3: Trustworthiness positively influences satisfaction with using ChatGPT.

Concepts of Knowledge Management

Knowledge management is the application of technology to the management of knowledge in the digital age which involves storing data in the form of a knowledge warehouse, artificial intelligence, or e-mail by using a search engine (Cruthaka, 2019) to respond to questions and delivering information that aligns with the context or needs of users at that particular moment, with a focus on the accuracy, precision, and continuity of information in order to create and organize relevant knowledge that can be distributed promptly to a larger user base (Erickson & Kim, 2020). The researchers applied the credibility framework of Londa et al. (2020) and Bhatt and Nagar (2021) to assess the reliability of its use, accuracy, timeliness, security, data safety and privacy. The framework considers factors such as secure handling of users' personal information, the ability to analyze data for

decision-making, correct language and terminology usage, accurate spelling and phrasing, and whether the website is well-known is and widely accepted by the public. Based on those, this paper proposes the following assumptions:

H4: Knowledge management positively influences satisfaction with using ChatGPT.

Concept of Satisfaction

When consumers receive the products or services, the relationship and the expectations formed beforehand typically aligns with a positive attitude in an expected level. It also results from the evaluation of the comparative experience between the value that consumers actually receive and their expectations about the products and services (Marzo et al., 2005). Consideration of satisfaction in marketing terms is a consumers' response in terms of achievement. It is derived from special characteristics of the product or service or the product or service itself that can completely satisfy consumption needs (Zeithaml et al., 2006). Satisfaction refers to the users' expectations in acceptance, conformity, and readiness. Satisfaction may arise from accuracy and reliable content. Understanding and appropriate advice, ease of use, speed and efficiency, problem-solving ability, reliability, and security in data helps users feel confident in the system and meet their expectations (Londa et al., 2020; Bhatt & Nagar, 2021).

Concept of Trust

Trust is another key factor that causes target consumers to worry when deciding to buy online products. Their intentions to purchase products through this channel decline as trusting in brands with quality and safety is related to consumers' confidence. Lassoued and Hobbs (2015) and Rodklin (2019) stated that trust is the willingness or confidence of confidants towards beneficiaries in a continued relationship and as a result, confidants gain more trust. In this research, "trust in use" refers to the degree of confidence users place in the system or product during actual use. The stability of the system while working is expected to provide accurate and appropriate information according to expectations, while also ensuring the protection of personal information and privacy. Moreover, a positive experience stems from the system's ability to respond to and meet real-world needs as well as foster long-term loyalty (Asawasakulsorn, 2021; Vorametpasuk & Isaranon, 2020; Pawanja, & Niruttikul, 2021). Based on those, this paper proposes the following assumptions:

H5: Satisfaction with using ChatGPT positively influences trust in using ChatGPT.

From the literature review, the research conceptual framework, which is adapted from Hanjaya et al. (2019), Londa et al. (2020), Bhatt and Nagar (2021), Islam et al. (2017), and Cruthaka (2019) is designed as shown in Figure 1.

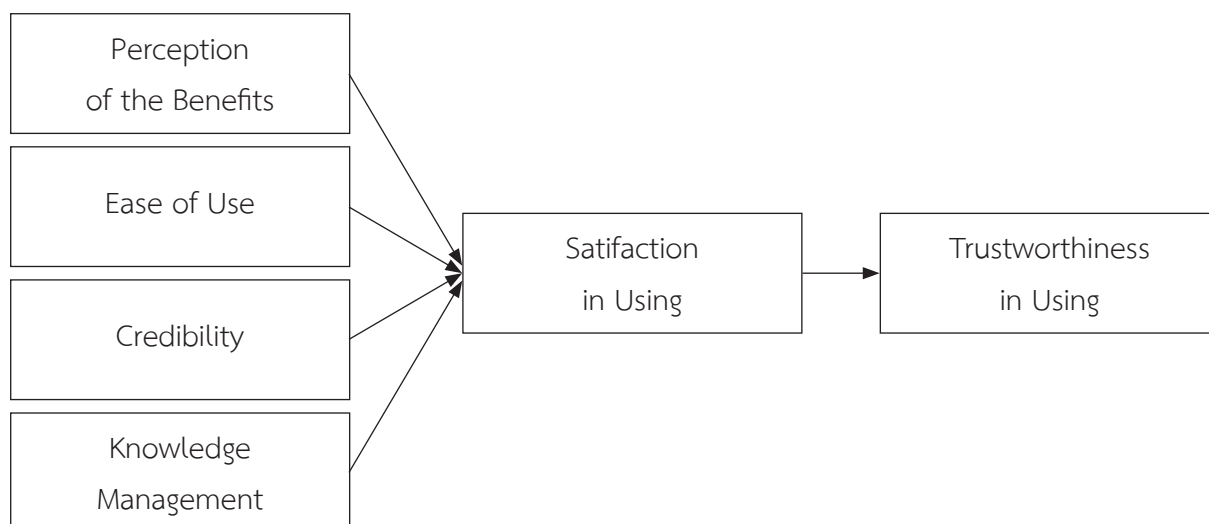


Figure 1 Research Conceptual Framework

Methodology

Quantitative Research

1. The population and sample used in this research consist of 400 Generation Y consumers (born from 1980 to 2000) (Lancaster & Stillman, 2010) aged 23 to 43 years, from the Bangkok metropolitan area and its vicinity. They grew up immersed in technology and use it extensively for communication. In the digital age, technology has adapted and changed continuously. W.G. Cochran's formula is used to select the samples. In cases the wherein the population is unknown, the level of confidence is at 95 percent. The acceptable errors are not more than 5 percent

(Wanichbancha, 2018). In addition, multi-stage sampling is used.

2. The data collection tools are a set of questionnaires with eight sections: 1) 5 general information (5 items), 2) ChatGPT usage behavior (6 items), 3) Perception of benefits (4 items), 4) Ease of use (7 items), 5) Reliability (6 items), 6) Knowledge management (4 items), 7) Satisfaction with using ChatGPT (5 items), and 8) Trust in using ChatGPT (4 items). Items 3) to 8) are rating scale questions giving 5 levels of opinions: most, very, moderate, few, and least. The questionnaire was derived from the application of academic works as shown in Table 1.

Table 1 Items or Measurement

Construct	Items or Measurement	Source	Cronbach's Alpha
Perception of the Benefits	<ul style="list-style-type: none"> - ChatGPT helps in searching for various information, providing quick and high-quality data, reducing time and costs. - ChatGPT reduces work time and expenses, and can be applied to research information from other sources. - ChatGPT helps improve work efficiency. - ChatGPT can be applied to research information from other sources. 	Hanjaya et al. (2019) and Londa et al. (2020)	0.922
Ease of Use	<ul style="list-style-type: none"> - The ChatGPT system supports usage on various devices and is easy to understand. - You can learn to use ChatGPT on your own without needing a user manual. - It's easy to search for desired information through ChatGPT. - The process of using ChatGPT is convenient, fast, and uncomplicated, requiring only an email address to log in. - ChatGPT can easily find important information as per your requirements. - ChatGPT can be used 24 hours a day. - ChatGPT uses easy-to-understand language and has a relevant database system. 	Hanjaya et al. (2019), Londa et al. (2020), Bhatt and Nagar (2021), and Pawanja and Niruttikul (2021)	0.953

Table 1 Items or Measurement (Con.)

Construct	Items or Measurement	Source	Cronbach's Alpha
Credibility	<ul style="list-style-type: none"> - You have confidence in using ChatGPT with detailed, comprehensive, and relevant information. - The information obtained from ChatGPT is accurate, up-to-date/current with the present situation, and secure. - The ChatGPT system has safe protection of users' personal information. - The information obtained from ChatGPT can be analyzed for decision-making purposes. - The information from ChatGPT uses correct language, specific vocabulary, proper spelling, and is arranged in an easy-to-understand manner. - ChatGPT is a well-known and popular website among the general public. 	Londa et al. (2020), Bhatt and Nagar (2021), and Suchuo-in et al. (2021)	0.919
Knowledge Management	<ul style="list-style-type: none"> - ChatGPT offers diversity and provides in-depth, accessible information. - ChatGPT compiles, shares, and transfers knowledge according to user needs. - ChatGPT applies knowledge and provides practical applications for users. - ChatGPT helps suggest ideas to increase the chances of success in work. 	Islam et al. (2017) and Cruthaka (2019)	0.952

Table 1 Items or Measurement (Con.)

Construct	Items or Measurement	Source	Cronbach's Alpha
Satisfaction in Using	<ul style="list-style-type: none"> - You feel that you made the right decision in using it. - You are satisfied with the system's quick response time. - You have had a good experience with choosing to use ChatGPT. - The layout of ChatGPT's website makes it easy to use. - Using ChatGPT provides you with accurate information according to your needs/ expectations. 	Londa et al. (2020), Bhatt and Nagar (2021), and Rungkaew (2021)	0.963
Trustworthiness in Using	<ul style="list-style-type: none"> - Do you trust ChatGPT's efficiency in finding accurate information with clear source references? - Can the information obtained from ChatGPT answer questions as desired? - Do you intend to use ChatGPT continuously? - Are you willing to recommend or tell others to use ChatGPT? 	Vorametpasuk and Isaranon (2020), Pawanja and Niruttikul (2021), and Asawasakulsorn (2021)	0.939

The questionnaire is developed and checked for validity by five experts. Index of Item-Objective Congruence (IOC) is used for consideration. The average results are 0.98, a "pass" criteria ranging from 0.96 to 1.00. Considering each section, section 3 is 1.00; section 4 is 0.97; section 5 is 0.97; section 6 is 1.00; and section 8 is 1.00. The questionnaire's reliability with alpha coefficient using Cronbach's method is between 0.919 and 0.963. The value is higher than 0.700 for every

aspect. It means the set of questionnaires can be used to collect data with the samples.

3. For data collection, 400 sets of questionnaires are distributed to Generation Y individuals, aged 23 to 43, in the Bangkok metropolitan area and its vicinity. The questionnaires were gathered immediately after distribution. The completeness of the questionnaire was checked before analyzing the data utilizing a software package.

4. Statistics used in data analysis are

frequency, percentage, mean, standard deviation, Pearson's Correlation Coefficient, and path analysis with the Amos Program.

Qualitative Research

1. Essential information about guidelines for business in terms of computer program or artificial intelligence (AI) is given by providers. The group consists of eight (8) academics, eight information technologists, eight mass communication officers, and eight entrepreneurs making a total of 32 individuals. Each expert possesses a deep understanding of ChatGPT and is well-equipped to provide business guidelines to entrepreneurs.

2. The tool used in the research was an interview form using the in-depth interview method. The structured interview was divided into three parts: 1) personal information including interviewee ID, age, and occupation, 2) the impact of perceived usefulness, ease of use, credibility, and knowledge management of ChatGPT on the satisfaction and trust of Generation Y users, and 3) approaches to

enhance the perceived usefulness, ease of use, credibility, and knowledge management of ChatGPT to improve satisfaction and trust among Generation Y users.

3. Transcribing the interviews and taking notes is used for data analysis. Then data is classified and analyzed by categorizing information and classifying question issues. Interpretation is done based on the theoretical framework and the planned outlines. A conclusion was made based on the collected data and descriptive data is presented.

Results

The researchers present the results in accordance with the objectives, as follows:

The First Objective

The results of the analysis of the level of perception of benefits, ease of use, reliability, and knowledge management in ChatGPT, satisfaction, and trust in Generation Y are summarized in Table 2.

Table 2 Mean and Standard Deviation of Variables

Factor	Skewness	Kurtosis	\bar{X}	S.D.	level of Opinion
Perception of benefits of ChatGPT	-0.054	-0.312	4.40	0.415	Max
Ease of use of ChatGPT	-0.083	1.067	4.23	0.325	Max
Credibility of ChatGPT	-0.613	1.454	4.25	0.355	Max
Knowledge management of ChatGPT	-0.322	0.035	4.24	0.428	Max
Satisfaction of using ChatGPT	-0.087	-0.030	4.26	0.384	Max
Reliability of using ChatGPT	-0.717	1.955	4.27	0.425	Max

From Table 2, it is found that the distribution of each variable shows acceptable levels of skewness and kurtosis. Furthermore, when considering the averages of the variables, the results indicated that all variables are at the highest level. When considering the average of each side, the results appear as follows:

1. The overall perception of benefits of ChatGPT was rated as “very high” ($\bar{X} = 4.40$). It was found that ChatGPT reduced costs and work time including its application to research from other sources. It also helps with increasing the quality of work and the speed and efficiency of retrieving various kinds of information, in that order.

2. The overall ease of use of ChatGPT had a high level of $\bar{X} = 4.23$. It was found that the procedure for using ChatGPT is easy to follow and very convenient and it is very fast—the user only needs to log in using their email address. In addition, the following are the three high-ranking aspects of ChatGPT: 1) ChatGPT can be used 24 hours a day, 2) it is easy to find the needed information through ChatGPT, and 3) the ChatGPT system supports a variety of devices, and it is easy to use.

3. The overall credibility of ChatGPT was rated at a very high level ($\bar{X} = 4.25$). It was found that the ChatGPT system maintains the most secure storage of personal information. The first three ranked are: 1) The data obtained from ChatGPT can be analyzed for decision-making purposes, 2) ChatGPT has gained popularity and recognition among the general public, and 3) the information obtained from ChatGPT uses specific language and terminologies, correct spelling, and easy-to-understand word composition.

4. The overall knowledge management of ChatGPT was rated very high ($\bar{X} = 4.24$). It was found that ChatGPT has the most effective application of knowledge. ChatGPT provides access to various and in-depth content, it aids in suggesting and recommending ideas that can increase work efficiency and, finally, ChatGPT collects information and knowledge, and shares or transfers it to meet specific needs of users, in that order.

5. The overall satisfaction of using ChatGPT was rated very high ($\bar{X} = 4.26$). The results showed that the highest-rated factor was the positive experience in choosing ChatGPT ($\bar{X} = 4.33$). In addition, the three highest ranking aspects: 1) satisfaction with the speed of the system’s response, 2) satisfaction for the system’s quick responsiveness, and 3) confidence felt in having made the right decision to use ChatGPT.

6. The overall reliability of in using ChatGPT was rated very high ($\bar{X} = 4.27$). The results revealed that there is a strong intention to continue using ChatGPT among users. The data obtained from ChatGPT can answer the questions directly as expected. Users are also willing to recommend or refer others to use ChatGPT as they trust the performance of ChatGPT and its ability to find accurate information and with clear references to sources.

The Second Objective

The analysis of direct, indirect, and total influence is based on the factors including perception of benefits, ease of use, credibility, and knowledge management of ChatGPT in

relation to satisfaction and trust in Generation Y.

The results of checking the consistency with empirical data of the model are as follows: In the first examination, it was found that the statistics used for verification were not consistent with the empirical data. Therefore, the model of the research conceptual framework was improved by linking related variables according to the conditions that appeared by performing MI (Modification Indices). It was found that the statistical values used for verification passed all measurement criteria. The values are as follows: Chi-square = 1.723, Chi-square/df = 0.574 with degrees of freedom (df) = 3.00 and p-value = 0.632. When

considering the consistency of the model with empirical data, it was found that GFI = 0.999, AGFI = 0.990, and RMSEA = 0.000. Therefore, the model based on the research conceptual framework is appropriate and consistent with the empirical data.

The results of the confirmatory factor analysis (Figure 2) in perception of benefits, ease of use, credibility, and knowledge management in ChatGPT in relation to satisfaction and trust of Generation Y are based on factor loading with significance at 0.01 and regression coefficient of each element that indicates the variance between observed variables and common components.

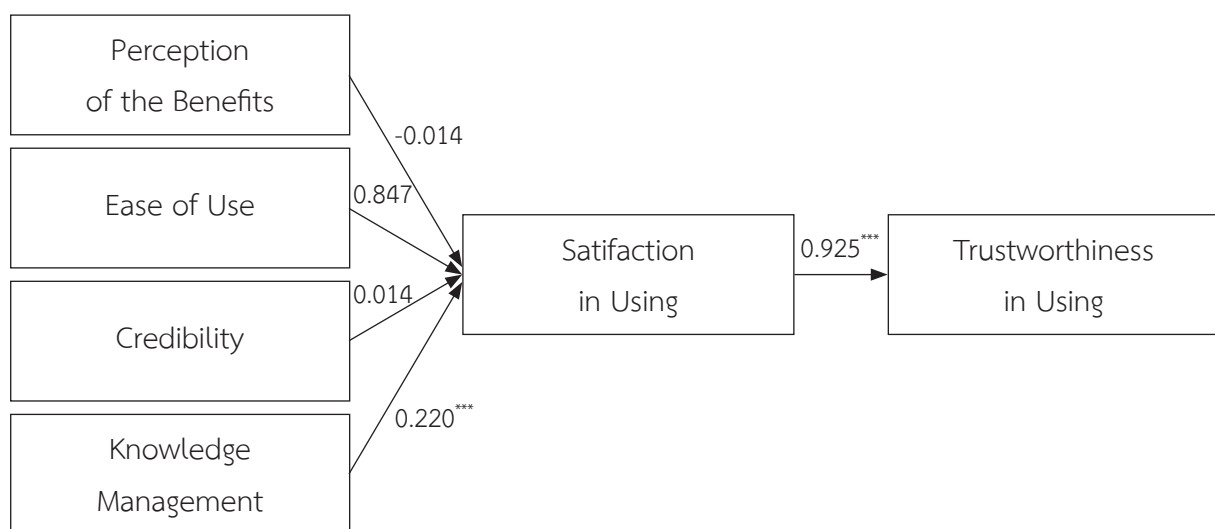


Figure 2 Summary of Confirmatory Factor Analysis Results

From Figure 2 above, it can be concluded that knowledge management of ChatGPT significantly influences user satisfaction. Additionally, user satisfaction affects trust among Generation Y, with statistical significance level of 0.01.

For the factors influencing total, direct, and indirect effects on satisfaction and trust among Generation Y include the perception of benefits, ease of use, reliability, and knowledge management of ChatGPT. The results of the study are presented in Table 3.

Table 3 Analysis Results in Overall Influences, Direct Influences, and Indirect Influences

Factor	Satisfaction			Trust		
	Direct Effect	Indirect Effect	Total Effect	Direct Effect	Indirect Effect	Total Effect
Perception of benefits	-0.014	0.000	-0.014	0.000	-0.013	-0.013
Ease of use	0.847	0.000	0.847	0.000	0.783	0.783
Credibility	0.014	0.000	0.014	0.000	0.013	0.013
Knowledge management	0.220 ^{***}	0.000	0.220 ^{***}	0.000	0.203 ^{***}	0.203 ^{***}
Satisfaction	0.000	0.000	0.000	0.925 ^{***}	0.000	0.925 ^{***}

Note: *** p -value < 0.01

From Table 3, it is found that 1) knowledge management of ChatGPT positively affects satisfaction among Generation Y and it has a positive indirect effect on the trust among Generation Y with statistical significance at 0.01 and 2) satisfaction in ChatGPT has a positive direct effect on trust among Generation Y with a statistical significance at 0.01.

The Third Objective

For the guidelines for new businesses who want to use ChatGPT or other AI chatbots as an alternative to increase organizational efficiency, the results revealed that the informants identified three main reasons why the Generation Y group is aware of ChatGPT but has not used it and these include 1) concerns about privacy and security, 2) concerns about data accuracy, and 3) the lack of confidence in chatbots or AI as a way to create perceived usefulness, ease of use, reliability, and knowledge management. As for the satisfaction and trust among Generation Y

in using ChatGPT, most of the informants gave their opinions in that direction. As exemplified in the interviews, “After developing an AI Chatbot, it should be tested with the actual target group to evaluate its efficiency and improve its suitability. This approach will help ensure that the AI Chatbot can truly meet user needs. Additionally, since the AI Chatbot needs to access users’ personal information, data security should be prioritized. Appropriate security measures should be implemented to prevent data theft” (Interviewee 1). “Before developing a chatbot, research should be conducted to understand the needs and common problems users face, such as frequently asked questions, issues users want to resolve, or types of information they are looking for” (Interviewee 2).

The researcher has therefore summarized the guidelines for implementing ChatGPT or AI chatbots to enhance organizational efficiency as follows:

1. The guidelines for creating awareness

of the benefits in AI Chatbot comprise of two approaches which are: 1) creating awareness by focusing on the benefits and 2) creating awareness by focusing on the actual use.

2. The guidelines for creating the ease of use of ChatGPT or another AI Chatbot are: 1) clarity and specificity of purposes, 2) designing intuitive conversations, 3) managing a variety of questions, 4) data collection and related systems, 5) continuous testing and improvement, 6) providing recommendation and assistance to users, 7) security and privacy, and 8) context and user customization.

3. The guidelines for building trust in ChatGPT or another AI Chatbot consist of two approaches: 1) emphasizing the correctness and accuracy of information and 2) emphasizing transparency and privacy.

4. The guidelines for knowledge management of ChatGPT or another AI Chatbot consist of three approaches which are: 1) collect and store knowledge data, 2) process and analyze knowledge data, and 3) update knowledge data regularly.

5. The guidelines for creating satisfaction of ChatGPT or another AI Chatbot include: 1) understanding users' needs, 2) designing natural conversations, 3) responding quickly and accurately, 4) improving and continuous learning, 5) creating personalized experiences, 6) maintaining security and privacy, and 7) providing advice and assistance.

6. The guidelines for building trust in ChatGPT or another AI Chatbot consist of three approaches: 1) giving importance to data

security, 2) demonstrating data transparency, and 3) developing AI chatbot to be able to answer questions accurately and precisely.

In this regard, when using any approach, businesses should primarily consider their target audience as well as the objectives they set. If the target audience is the general public, they may choose to use Guideline 1 as the main option. However, if the target audience is a group of businesspeople or an organization, then Guideline 2 may be the main option. Additionally, businesses should also take into consideration other relevant factors involved in disseminating information about AI Chatbot such as communication channels, the content of the communication, and the frequency of the communication. This ensures that the information dissemination is effective and achieves the set goals. Examples of ways raise awareness of the benefits of AI Chatbot include: 1) for customer-service businesses, articles that promote the benefits of AI Chatbot can be published such as the reduction of waiting time for service and enabling customers to access information quickly, 2) for tourism businesses, seminars on the use of AI Chatbots for flight and hotel bookings can be organized, allowing customers to compare prices and choose the best option, and 3) retail businesses may organize AI Chatbot trial activities that allow customers to quickly and easily place orders. These guidelines will help businesses create awareness of the benefits of AI Chatbots which may lead to the adoption and use of the AI Chatbot among their target audience.

Discussion

The results of the study are discussed according to the research objectives.

The First Objective

1. For the perception of the benefits of ChatGPT, the study shows the overall results are at the highest level. ChatGPT reduces the working time and costs the most. This may be because the majority of users are of working age and the respondents hold a bachelor's degree and are company employees; this group recognizes ChatGPT's benefits, and they apply ChatGPT to reduce working time and costs efficiently and effectively. This aligns with the findings of Pawanja and Niruttikul (2021) who concluded that the level of perception of benefit and ease of use were both rated at the highest level of strong agreement. The factor of perception of benefits and the perception of ease positively influences use of mobile banking applications and among the group of single business owners with statistically significant results. It is also consistent with the research of Gunawan et al. (2019) and Mercurio and Hernandez (2020), who adopted the Technology Acceptance Model (TAM) to explain the personal acceptance for information technology systems usage, and it is proven the perception of the technology's benefits and ease of use significantly influence the individuals' acceptance and usage, as these factors contribute to a better understanding and handling of the technology.

2. As for the ease of use of ChatGPT, the result shows the overall ease of use is at the

highest level. The process for using ChatGPT is convenient, fast, and not complicated. Only an email address is needed to log in, this is most probably because Generation Y users have significant knowledge and experience with computers, the internet and IT technology for they grew up immersed in this digital era. They receive knowledge and are keen to learn new technology which matches the research of Lim et al. (2016). The research found that usability, credibility, service, and transaction costs affect consumers' satisfaction on websites. Usability, credibility, service quality will affect customers' satisfaction when purchasing products online. This is also consistent with the research of Anggoro (2019), and Bregashtian and Herdinata (2021), and Hong et al. (2021) wherein they explained the concept of ease of use as a truly important factor. The user's experience with technology systems shows they understand it and they can control because their personal perception of technology is that it is easy and convenient. When acknowledging that the system is easy, the users have a positive attitude towards technology, and they would feel comfortable using it. These lead to the recognition of the system benefits.

3. The study on the credibility of ChatGPT found that the overall trustworthiness of ChatGPT is rated at the highest level with respondents agreeing that the system provides the best protection for the users' personal data. The reason for this is that Generation Y users require a system or program that can help them find answers to their queries immediately and at the same time, is reliable

and safe for them to use. However, some users feel that the information obtained from ChatGPT can be analyzed for decision-making, and the platform is well-known. Despite this, there are still concerns among users regarding the accuracy, timeliness, and security of the information provided. These concerns are consistent with findings from other studies on information credibility. In the study by Umeogu (2012), it also revealed that the credibility of the resources is an important factor, and it is a determinant whether the receiver will accept or refuse that information. A person typically chooses to receive a piece of information that concerns or is connected with their thoughts, attitudes, interests, beliefs, and needs according to the principles of persuasion. This is also consistent with the research of Londa (2020); it is found the perception of reliability, ease of use, benefits perceived has a significant positive impact towards customers' satisfaction in using mobile banking services. To compete digitally and survive, BSGtouch needs to meet consumers' expectations in order to satisfy them with security guarantees and simplify digital platforms to make them easier to use and to meet customers' needs in management through mobile banking. It continuously responds to users' satisfaction.

4. As for ChatGPT's knowledge management, the results show it is at the highest level. Most users rely on ChatGPT's applied knowledge because Generation Y users see ChatGPT's effectiveness in terms of answering questions or providing information which is the

speed of providing answers and correct understanding. This stems from ChatGPT's knowledge management that provides a wide range of information which helps in completing tasks successfully. However, some users agree that sometimes they are unable to transfer knowledge or that the information obtained does not meet their needs. The results are similar to the research of Erickson and Kim (2020) where it was found that knowledge management is a process of answering questions and providing clear and relevant information or what is currently required by the users. The process prioritizes accuracy as well as the consistency of the information that aims to create and organize a system of knowledge that is appropriate and that can be disseminated in real time to a number of people simultaneously. The language is processed naturally by obtaining relevant, context-appropriate, and user-specific data. This is also in line with the study of Pensiri and Donprasit (2023), with results stating that knowledge management brings structure by organizing, exchanging, and applying knowledge that would otherwise be scattered and uncoordinated. By systematically collecting and developing data into information technology, organizations can gain knowledge and wisdom that enhance efficiency in the workplace.

5. Regarding satisfaction with using ChatGPT, the study shows it is at the highest level. Generation Y users benefit the most from ChatGPT as they notice it helps with their work and modern business, especially by using

AI technology. It is an important driver that provides users with positive experience when working with ChatGPT. However, in some cases, information does not meet the needs or expectations regarding concerns about privacy and security, the accuracy of the information, and additionally, the Thai language may lack consistency at times, which can make it somewhat challenging to understand, for instance. The study of Marzo et al. (2005) reveals when consumers receive a product or service that meets their expectations, it is an attitude-confirmation at the expected level, and it is the result of comparing the actual value and the expectation. This is supported by the research of Noonpakdee (2023), the results show there are various potentials for Generation Y, both personal and professional aspects. However, there are challenges and limitations such as accuracy, privacy, and ethical consideration. These results will be able to help the business sector and individuals in making decisions about integrating ChatGPT in several aspects and may lead to the advancement or development of other models in the Thai language.

The Second Objective

For the level of influence of perception of benefits factors, ease of use, credibility and ChatGPT's knowledge management on satisfaction and trust among Generation Y users in using the service, the results show ChatGPT's knowledge management has a direct and positive influence on users' satisfaction. It has an indirect positive

influence on trust with a statistical significance of 0.01. Satisfaction with the use of ChatGPT has a direct positive influence on trust with a statistical significance of 0.01 as ChatGPT is seen as an effective conversational AI. Users take knowledge management system or KM for business systems to expand data management in their organizations. Nonaka and Takeuchi (2004) stated that knowledge management is the process of continuously creating new knowledge disseminating it throughout the organization, and integrating it as a key component of products, services, technologies, and new systems. In addition, ChatGPT is designed to have a responsive and protective standard and awareness of the privacy policy. Thus, knowledge management of ChatGPT has a direct and positive power on users' satisfaction and has an indirect positive influence on trust. This is aligned with Buddhakerd's (2022) research. The results show electronic-service quality and trust are key factors in the development of electronic commerce in businesses. These results lead to the perception of benefits from purchasing products online. The results of this research can be used as a model for e-commerce entrepreneurs in formulating strategies to gain a competitive advantage and develop efficient services which are consistent with consumer needs. These factors lead to the success of e-commerce entrepreneurs in Thailand.

The Third Objective

Guidelines for new businesses looking to implement ChatGPT or other AI chatbots as a way to enhance organizational efficiency

reveal that the top three reasons Generation Y users are familiar with ChatGPT but do not use it are: 1) concerns about privacy and security, 2) uncertainties about the accuracy of the information, and 3) a lack of trust in chatbots or AI systems. The key approach for new businesses would be to consider the several factors related to building trust in the usage such as designing an intuitive and user-friendly interface providing quick and timely responses to requests and ensuring the chatbot's ability to continuously learn and improve. ChatGPT or AI chatbots should be able to answer questions accurately and precisely to build users' confidence in the information they receive. This is in line with the study of Lassoued and Hobbs (2015) which highlights that trust is a significant factor influencing consumers' hesitation when deciding to purchase products online. This hesitance leads to a decrease in purchase intent through this channel, as trust in a brand is closely tied to consumers' confidence in its quality and safety.

Conclusions

Although the level of awareness of ChatGPT's benefits, ease of use, reliability, knowledge management, satisfaction, and trust among Generation Y users, there are still concerns about privacy and security. Therefore, businesses looking to develop technology using ChatGPT or AI chatbots should take the following actions:

1. ChatGPT's knowledge management has a direct positive influence on users

(Generation Y) and an indirect positive influence on trust at statistical significance at 0.01.

2. satisfaction in using ChatGPT, takes a positive direct influence on trust with a statistical significance at 0.01. Moreover, the guidelines for developing user satisfaction for ChatGPT or AI chatbots are the following: 1) understanding users' needs, 2) designing natural conversations, 3) providing quick and accurate responses, 4) continuously improving and learning, 5) creating a personalized experience, 6) ensuring safety and privacy, and 7) offering guidance and support. Additionally, the approach to building trust in usage consists of three key factors: 1) prioritizing data security, 2) demonstrating transparency of information, and 3) developing the chatbot's ability to answer questions accurately and precisely.

In future research, if one wishes to further study the same topic, the questionnaire should be improved. This is because the research findings showed that the variables "perceived usefulness", "ease of use", and "credibility" had low Direct Effects, indicating that these factors may not directly influence trust in using ChatGPT among Generation Y, or there may be other more significant factors involved. For perceived usefulness, it should be related to work and daily life, such as being a tool that aids in decision-making, allows for continuous learning of new things, and can analyze data to provide recommendations tailored to individual needs. For ease of use, aspects like interface design that is user-friendly

and easily understandable, which affects user experience, should be considered. Credibility should be measured in multiple dimensions, such as data consistency and developer credibility, which may affect long-term trust. Other relevant factors should also be studied, such as social factors, psychological factors,

and safety factors. Alternatively, the study could focus on the relationship between ChatGPT usage and work efficiency of Generation Y, or compare it with similar digital tools, which would be another interesting perspective.

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