



EXPLORING CONTINUED USE INTENTION OF THE AI PLATFORM AMONG STUDENTS IN INDONESIA: AN EXTENDED ECM FRAMEWORK

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ABSTRACT

Aim/Purpose	This research aims to test the continued use of an AI platform through an extended Expectation Confirmation Model (ECM).
Background	The paper addresses the issues of user trust and satisfaction in the context of an AI platform in education by employing the ECM to analyze how system quality, information quality, and user satisfaction influence continued use intentions among respondents from various educational institutions in Indonesia.
Methodology	We utilized partial least squares structural equation modeling (PLS-SEM) to analyze data from 390 respondents. The analysis followed a two-step approach, focusing on measurement and structural models. The scales for system quality, information quality, confirmation, satisfaction, and continued use intention were adapted from established measures to fit the context of sustainable AI use.
Contribution	The study identifies key factors such as system quality, information quality, satisfaction, and trust that influence continued use intentions. The findings show that satisfaction predicts trust more significantly than the reverse, suggesting that enhancing user satisfaction is key to fostering trust and encouraging ongoing engagement with an AI platform.
Findings	Demographic analysis revealed a diverse sample, supporting the generalizability of our results. User satisfaction is identified as a stronger predictor of trust than vice versa, indicating that satisfied users are more likely to trust the AI platform,

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	which is essential for continued use. Both system quality and information quality positively influence user satisfaction, which in turn leads to greater intentions to continue using the platform. Trust serves as a significant mediator between confirmation and continued use intention. Although confirmation itself does not directly impact satisfaction, it influences satisfaction through trust, ultimately affecting users' intentions to continue engaging with the platform.
Recommendations for Practitioners	Practitioners and policymakers should prioritize strategies that enhance user satisfaction with the AI platform, as this has been shown to significantly influence trust and intentions for continued use. Such strategies may include improving system usability, providing responsive customer support, and ensuring the relevance of AI outputs.
Recommendations for Researchers	Future studies should investigate additional factors influencing user behavior with the AI platform, such as perceived ease of use, user demographics, and contextual variables in specific educational settings.
Impact on Society	The findings of this paper have broader implications for integrating AI platforms across sectors, especially in education. By highlighting the importance of user satisfaction and trust, the research underscores the need for ethical AI development that prioritizes user experience. This can lead to more effective AI applications that enhance learning outcomes, promote equitable access to technology, and foster a more informed public discourse about AI's role in society.
Future Research	Future research should investigate the role of user experience by examining how various elements, such as interface design and personalization, influence satisfaction and trust in AI platforms. Additionally, understanding cultural influences is crucial, as it can reveal how cultural differences affect user perceptions and acceptance of AI platforms, particularly in diverse educational contexts. Lastly, evaluating the long-term effects of AI integration in education is essential, as this can provide insights into its impact on student engagement, learning outcomes, and overall satisfaction with educational technologies.
Keywords	AI platform, satisfaction, trust, continued use intention, Expectation Confirmation Model (ECM)

INTRODUCTION

The rapid advancement of artificial intelligence (AI) technologies has significantly impacted various domains, notably information systems (Collins et al., 2021; Dwivedi et al., 2023). Recently, AI applications in Indonesia, such as chatbots and virtual assistants like ChatGPT, have garnered significant attention (Firaina & Sulisworo, 2023; Harahap et al., 2023). However, the increasing use of AI has also led to growing distrust among users. Some studies emphasize the importance of designing AI platforms that prioritize reducing false negatives and minimizing misclassification of trustworthy information (Knowles et al., 2022). According to Knowles and Richards (2021), public distrust of AI stems from a lack of regulations ensuring its trustworthiness. Public trust in AI is also influenced by attitudes toward government, corporations, and the AI science community (Chen & Wen, 2021).

J.-C. Lee et al. (2023) explore users' continued intentions in the context of AI-enabled mobile banking apps by combining two constructs related to AI characteristics: perceived intelligence and perceived anthropomorphism. They employ the Expectation Confirmation Model (ECM) to examine the structural relationships between AI service quality, preference, satisfaction, and continuous usage intention on AI-enabled online job information platforms. The study found that AI quality and pref-

erence positively affect satisfaction, which significantly influences continuous usage intention. However, it notes that AI quality does not significantly affect continuous usage intention (Y.-C. Lee, 2020). Another theoretical framework proposes key predictors affecting the continuance intention of artificial intelligence personal assistants (AIPA), including utilitarian and hedonic values, perceived ease of use and usefulness, novelty value, perceived enjoyment, and parasocial interaction (Hyeon, 2022).

The integration of Artificial Intelligence (AI) into education presents both opportunities and challenges, particularly regarding trust and attitudes towards AI-powered educational technologies (Benvenuti et al., 2023; Nazaretsky et al., 2022). The findings from the studies indicate that the ECM theory plays a significant role in understanding user behavior regarding AI tools and educational technologies. Specifically, constructs such as “confirmation” and “satisfaction” are critical in shaping users’ intentions to continue using AI Chatbots and educational tools, highlighting the importance of meeting users’ expectations to foster trust and ongoing engagement (Ngo et al., 2024; W. Tian et al., 2024).

The ECM model identifies continued use intention, with research indicating that moderate satisfaction, perceived usefulness, and confirmation significantly influence this intention. Notably, satisfaction emerges as the strongest predictor of continued use intention (Rajeh et al., 2021). This study adopts the ECM framework as its theoretical foundation. The ECM theory posits that users’ continued use intention is influenced by their confirmation of system performance and the fulfillment of their expectations (H.-M. Lee & Chen, 2014). In this research, system quality, information quality, satisfaction, and trust are considered key factors influencing continued use intentions. The mediating roles of satisfaction and trust between system quality, information quality, and confirmation toward continued use intention will be examined within the ECM framework. We extend the ECM framework by incorporating system quality and information quality as two dimensions of platform quality (H. Luo et al., 2019), with trust recognized as a key factor influencing user confirmation and continuous usage intention (Budiardjo et al., 2017; Mou & Cohen, 2017; Zhao et al., 2015).

There is limited research on how ECM can be extended by incorporating system quality and information quality as dimensions of platform quality. This integration is crucial for a more comprehensive understanding of user experiences and expectations, particularly in the context of AI platforms in education. This research aims to provide insights into the factors influencing users’ intentions to continue using AI-based systems and elucidate the mechanisms through which satisfaction and trust mediate this relationship. This study seeks to answer the research question regarding how system quality and information quality influence user satisfaction and trust in AI platforms. We hypothesize that both system quality and information quality significantly enhance user satisfaction, which in turn increases trust and the intention to continue using the platform. The implications of this research for the educational context, particularly in the integration of AI technology, are to emphasize the importance of user satisfaction and trust to improve learning outcomes.

In summary, this study adopts the ECM framework as its theoretical foundation to examine how confirmation of system performance and fulfillment of expectations influence users’ continued use intentions. It specifically investigates the mediating roles of satisfaction and trust between system quality, information quality, and confirmation toward continued use intention. The novelty of this research lies in extending the ECM model through the integration of AI into the educational landscape. This paper concisely outlines its content, detailing the literature review, research methodology, data analysis results, implications for education and AI technology, and concluding remarks.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Several studies have explored various aspects of artificial intelligence (AI) across different domains. Zawacki-Richter et al. (2019) conducted a systematic review of 146 articles on AI applications in

higher education. Their findings indicate that AI enhances personalized learning, student engagement, and real-time feedback. However, challenges such as a lack of transparency, accountability, and privacy concerns were also highlighted. The study recommends involving educators in the development and implementation of AI in higher education to ensure its ethical and effective use.

In a separate study, based on 31 articles, researchers investigated the implementation of AI in organizational contexts and its potential to enhance business value. The study concluded that while AI can improve business outcomes, organizations must build AI capabilities and effectively integrate them into their operations (M. Lee et al., 2023; Perifanis & Kitsios, 2023). Similarly, Nguyen et al. (2021) found that users' continued intentions toward banking chatbot services are primarily influenced by satisfaction, trust, and perceived usefulness, with trust exerting the strongest effect. Their findings also indicate that information quality, system quality, service quality, and confirmation of expectations significantly influence the three main drivers of continued intention in distinct ways. Satisfaction consistently emerges as a critical factor in determining reuse behavior across various contexts (Ashfaq et al., 2020; X.-F. Tian & Wu, 2022).

ECM was first introduced by Bhattacharjee in 2001 (Bhattacharjee, 2001; Harasis et al., 2018). However, its theoretical foundation traces back to Expectation Confirmation Theory (ECT), developed by Richard L. Oliver in two seminal papers published in 1977 and 1980 (Zheng et al., 2022). ECT explains post-purchase or post-adoption satisfaction as a function of expectations, perceived performance, and disconfirmation of beliefs. ECM extends ECT by integrating elements from the Technology Acceptance Model (TAM) and other theories (T. Zhou, 2011).

The ECM, TAM, and Unified Theory of Acceptance and Use of Technology (UTAUT) are prominent models for understanding users' acceptance and use of technology. While these models share similarities, they differ in focus and scope. ECM, grounded in expectation-confirmation theory, emphasizes three key variables—perceived usefulness, confirmation, and satisfaction—as determinants of continued usage intention (Al-Mamary et al., 2023; Hashim et al., 2023; Persada et al., 2022). TAM, by contrast, focuses on two primary beliefs: perceived usefulness and perceived ease of use, as determinants of technology acceptance (Moon & Kim, 2001; Saadé & Bahli, 2005). UTAUT integrates eight models of technology acceptance, including TAM, social cognitive theory, and the theory of reasoned action. It highlights four main constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions (Venkatesh et al., 2003).

ECM plays a crucial role in understanding the adoption and effectiveness of AI technologies, such as ChatGPT, in education. Studies suggest that when users' expectations are met or exceeded, their perceived usefulness and satisfaction increase, leading to a higher likelihood of continued use and improved educational experiences (Ngo et al., 2024; X.-F. Tian et al., 2024). However, some findings reveal that the construct of “confirmation,” a key ECM factor, may have limited impact in integrated models, indicating that while ECM provides valuable insights, additional factors are needed to fully explain the adoption of learning systems among students (Al-Mamary et al., 2023).

To enhance the theoretical perspective, ECM should be extended to include system quality, information quality, and trust—key factors affecting users' acceptance and use of technology. These extensions offer a comprehensive understanding of factors influencing technology acceptance, informing system design, and implementation to meet users' needs. This model introduces the Expectation Confirmation Technology Model (ECTM) as a new component.

CONTINUED USE INTENTION

Continued use intention is a critical aspect of ECM, which investigates continued information technology (IT) usage behavior (Thong et al., 2006). Continued use intention refers to a user's intention to continually use or reuse a system (Hamari et al., 2020; Y. H. Kim et al., 2013). The model suggests that initial use does not automatically result in continued use; rather, continued use plays a more vital

role in determining the success of a system than initial usage. Continued use intention has been studied across various fields such as healthcare, social networking sites, and bike-sharing (Li & Lin, 2022; Tsai et al., 2020; Yan et al., 2021; Yang et al., 2022).

From the perspective of the ECM, continued usage intention differs from initial acceptance or adoption of a system (Foroughi et al., 2019). ECM focuses on continued usage intention, while other models such as TAM and UTAUT focus on initial acceptance or adoption of a system (Foroughi et al., 2019; Thong et al., 2006; X.-F. Tian & Wu, 2022).

Several studies have identified system quality (Chandra et al., 2015; Hung & Hsu, 2013) and information quality (Hung & Hsu, 2013; H. H. Lee & Sung, 2023; Masri et al., 2020) as significant predictors of continued usage intention. Trust is also an important factor that can influence users' continued usage intentions (Gong et al., 2022; Jiang & Lau, 2021; W. Zhou et al., 2018). Expanding the variables used in continued use intention research in AI involves incorporating additional factors that influence users' willingness to continue using an AI platform. Key variables in the ECM-ISC Model such as perceived ease of use, perceived usefulness, and confirmation are used to identify continuous usage intention (Fan & Jiang, 2024; Thong et al., 2006)

QUALITY OF THE SYSTEM, SATISFACTION AND CONTINUED USE INTENTION

The relationship between system quality and satisfaction is an important dimension of platform quality that can influence continued usage intention. Several studies have explored this relationship and found that both system quality and information quality positively influence user satisfaction (Kumar & Lata, 2021; Vijai, 2018). System quality is one of three key dimensions of website quality—alongside information quality and service quality—that are crucial for evaluating effectiveness and user satisfaction in e-commerce contexts (H.-F. Lin, 2007).

System quality refers to the technical aspects of a platform such as availability, response times, flexibility, scalability, usability, maintainability, functionality, reliability, connectivity, performance, user interface design, and security (Sarraf et al., 2016). System quality includes five sub-dimensions: reliability, flexibility, integration, accessibility, and timeliness (Li & Zhu, 2022). Alkhawaja et al. (2020) outline dimensions of system quality as adaptability, availability, response time, reliability, and usability. Factors such as search functionality, rating systems, review features, and product recommendation functions are also dimensions of system quality (Xuanzhi & Ahmad, 2019). These dimensions contribute to overall system quality, significantly enhancing user satisfaction.

Research indicates that system quality positively impacts user satisfaction. A study on IOPscience found that system quality significantly influences users' satisfaction with learning management systems (Razak, 2021). Another study demonstrated that system quality has a positive relationship with user satisfaction in web-based information systems (Vaezi et al., 2019). Furthermore, system quality significantly influences user satisfaction with financial accounting software and its impact on individual performance (Anjarwati & Apollo, 2019). System quality and website quality directly and positively impact customer satisfaction; additionally, website quality partially mediates the relationship between system quality and customer satisfaction (Kumar & Lata, 2021). Overall findings suggest that higher perceptions of system quality led to greater user satisfaction. Based on these statements above we propose the following hypotheses:

H1: The quality of the system influences satisfaction.

H2: The quality of the system influences continued use intention mediated by satisfaction.

CONFIRMATION AND SATISFACTION TOWARD TRUST AND CONTINUED USE INTENTION

Confirmation and satisfaction are important factors in ECM influenced by system quality (Hung & Hsu, 2013). Confirmation refers to the congruence between expectations and actual performance (Bhattacharjee, 2001; Prakash, 1984). In other words, confirmation reflects how well one's initial expectations align with their actual experience using the system (Hossain & Quaddus, 2012). ECM explains factors influencing users' continued use of information systems by proposing that users' satisfaction with a system is influenced by their initial expectations alongside perceived performance and confirmation levels (Cheng et al., 2020). When users' expectations are met or exceeded by a system's performance, they experience confirmation, which can lead to increased satisfaction and intentions for continued use.

Kumar and Natarajan (2020) found that confirming individuals' expectations about experiences with information systems leads to increased satisfaction. There is a positive correlation between confirmation and satisfaction; furthermore, two components within ECM—perceived usefulness and perceived enjoyment—significantly impact this model (Ramadhan et al., 2022). Information quality affects usage patterns along with both satisfaction levels as well as confirmation rates, while ECM can help identify potential barriers to continued usage intentions while developing strategies to address them effectively (Hossain & Quaddus, 2011; Thong et al., 2006).

While many studies have found a positive correlation between confirmation and satisfaction within ECM, some articles suggest that, at times, confirmation may not significantly predict satisfaction levels. Choi and Kim (2022) proposed that offline experiences might influence perceptions regarding online-to-offline applications, drawing upon ECM principles. Their study found no significant predictive power from confirmation towards app-based satisfactions. Likewise, confirmation does not exert direct effects upon microblogging satisfactions (Shu, 2014).

The gap between confirmation and satisfaction within ECM hinges on how closely perceived performance matches expectations. When perceived performance meets or exceeds expectations, the gap narrows, resulting in higher levels overall, whereas falling short leads to larger gaps, resulting in lower levels overall. However, one potential mediator bridging this gap could be trust (Franque et al., 2021; Kumar & Natarajan, 2020). Based upon the preceding statements, we propose the following hypotheses:

H3: Confirmation influences satisfaction.

H4: Confirmation influences trust mediated by satisfaction.

H5: Confirmation influences continued use intention mediated by satisfaction.

CONFIRMATION AND TRUST TOWARD SATISFACTION AND CONTINUED USE INTENTION

The relationship between confirmation and trust within the ECM represents an important area for understanding post-adoption satisfactions along with ongoing utilization across various products and services. Studies indicate confirmed perceptions alongside trust play significant roles in contributing to customer retention intentions within the ECM framework. This model investigates ongoing behavior regarding IT utilization where post-adoption beliefs, including trust, become key elements informing continuance perspectives surrounding information technologies (Ashraf et al., 2020; Mishra et al., 2023; Thong et al., 2006). These findings suggest how both confirmations and perceived ease/usefulness affect trust within ECM (Thong et al., 2006; Zheng et al., 2022).

Kayser and Bogdahn (2019) elucidate dimensions associated with confirmations underlining both perceived and actual network performances (Nicolau & McKnight, 2006; Xia & Chae, 2021), which relate accuracy/completeness regarding information delivered via utilized systems/services (Koo et

al., 2011). High actual network performance enhances users' confidence/trust towards said systems, ultimately leading to greater loyalty/satisfaction (Nicolaou & McKnight, 2006; Sirdeshmukh et al., 2002). Based upon the preceding statements, we propose the following hypotheses:

H6: Confirmation influences trust.

H7: Confirmation influences satisfaction mediated by trust.

H8: Confirmation influences continued use intention mediated by trust.

QUALITY OF INFORMATION AND SATISFACTION TOWARD TRUST AND CONTINUED USE INTENTION

The quality of information refers to the value and usefulness of the information provided to users (Anjarwati & Apollo, 2019; Li & Zhu, 2022; Shahzad et al., 2021). It is a multidimensional concept that encompasses critical relationships among multiple attributes, such as relevance, accuracy, timeliness, punctuality, accessibility, effectiveness, clarity, and efficiency (Mattioli et al., 2022). Fadahunsi et al. (2022) define the dimension of information quality in DHT (digital health technologies) as including informativeness, availability, usability, and searchability.

The Expectation Confirmation Theory (ECT) involves four core dimensions of information quality, which are accuracy, completeness, currency, and format (Dwiputra et al., 2021; Koo et al., 2011; Lee et al., 2019). ECT is a cognitive theory that seeks to explain post-purchase or post-adoption satisfaction as a function of expectations, perceived performance, and disconfirmation of beliefs (Gupta et al., 2020; Modupe, 2021). The four primary constructs of the ECT are expectations, perceived performance, disconfirmation of beliefs, and satisfaction (Hasan, 2019).

The quality of information has a significant effect on satisfaction with the use of AI (An & Lee, 2019; Gaardboe et al., 2022; Muda et al., 2020; Prentice et al., 2020). The quality of information is a measure of the value that the information provides to the user. Therefore, it is essential to ensure that the information provided by an AI platform is of good quality to improve customer satisfaction (Shahzad et al., 2021).

In conclusion, the quality of information has a significant effect on satisfaction with the use of AI. Therefore, it is essential to ensure that the information provided by an AI platform is of good quality to improve customer satisfaction. To improve the quality of information provided by the AI platform, it is necessary to measure and evaluate the quality of information using metrics and methods such as accuracy, completeness, consistency, timeliness, relevance, and subjective perceptions (Mattioli et al., 2022; Prentice et al., 2020). Based on the preceding statements, we propose the following hypotheses:

H9: Quality of information influences satisfaction.

H10: Quality of information influences trust, mediated by satisfaction.

H11: Quality of information influences continued use intention, mediated by satisfaction.

RELATIONSHIP TRUST AND SATISFACTION IN A CONTINUED USE INTENTION AI PLATFORM

Trust and satisfaction are closely related to the use of AI platforms. Customers are more likely to be satisfied with an AI platform if they trust the system. Trust in the platform can lead to increased customer satisfaction (Chen et al., 2022; Toreini et al., 2019). The relationship between trust and satisfaction is likely bidirectional, meaning that trust can affect satisfaction, and satisfaction can also influence trust. Positive experiences and satisfactory outcomes from interacting with AI platform can contribute to the development of trust.

Product quality, service quality, perceived convenience, perceived usefulness, and perceived ease of use significantly affect user experience and trust. Similarly, user experience and trust were influential on user satisfaction and played partial mediating roles between predictors and user satisfaction in AI usage (Seo & Lee, 2021; Uzir, Al Halbusi, Lim, et al., 2021). Conversely, satisfaction also affected trust, both directly and as a mediating variable (H. Song et al., 2019; Waldmann, 2021; Zhi et al., 2022). The relationship between satisfaction and trust may be moderated by factors such as customer engagement and the effects of AI on trust and engagement (Chen et al., 2022).

The relationship between satisfaction and continuance intention is partially mediated by platform-based trust and driver-based trust (Jiang & Lau, 2021; Zhu et al., 2023). Satisfaction also mediates the relationship between information quality and trust with the intention to use m-banking (Sharma & Sharma, 2019). The relationship between trust, satisfaction, and continuance intention can be complex and context-dependent. Other factors such as perceived usefulness, perceived similarity, and perceived entitativity between users can also affect continuation intention. Based on these findings, the study proposes the following model (Figure 1) and hypotheses:

H12: Satisfaction influences trust.

H13: Trust influences satisfaction.

H14: Satisfaction influences continued use intention.

H15: Trust influences continued use intention.

H16: Satisfaction influences continued use intention, mediated by trust.

H17: Trust influences continued use intention, mediated by satisfaction.

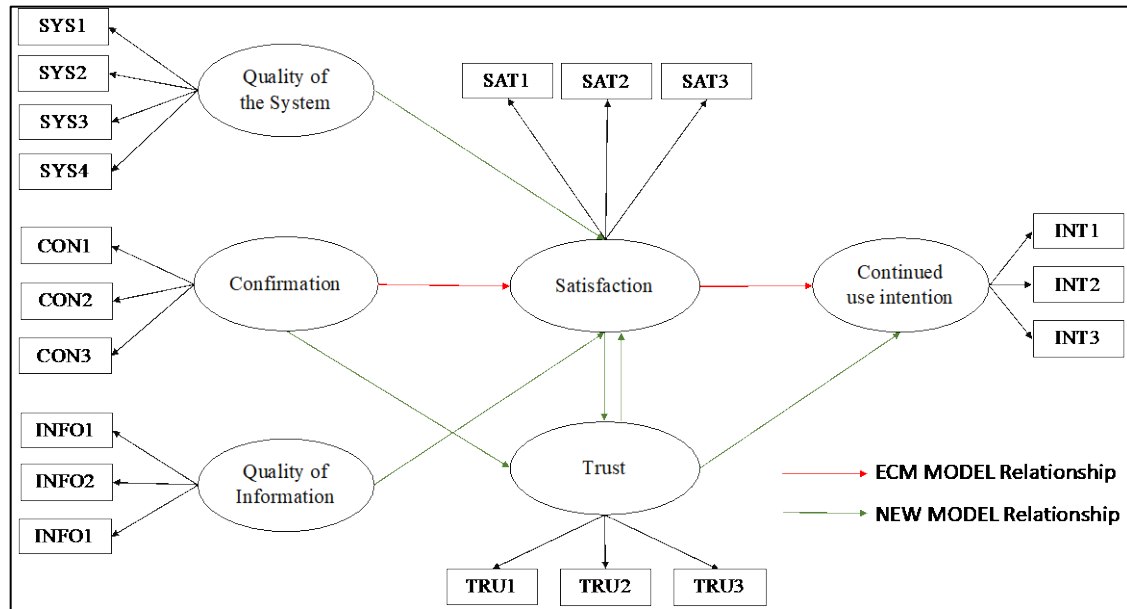


Figure 1. Conceptual framework

METHODOLOGY

SAMPLE AND PROCEDURE

In this study, data analysis utilized partial least squares structural equation modeling (PLS-SEM) through the SmartPLS program (Chua, 2022). The data were analyzed using a two-step approach, evaluating both measurement and structural models (Huh et al., 2023). PLS-SEM was chosen for its suitability in developing existing theories and handling complex models, allowing concurrent analysis

of measurement and structural models for precise estimations of construct reliability and validity (Hair et al., 2011; H.-M. Lin et al., 2020; Sarstedt et al., 2020).

All variable scales were based on verified measures from previous research, modified to contextualize AI's continuous use. Scales for assessing system quality, information quality, confirmation, satisfaction, and continued use intention were developed from ECM research (Amini et al., 2014; Persada et al., 2022; Saha et al., 2012). The scales used to assess the trust constructs were modified from previous research (Wu et al., 2017). All constructs were measured using a 6-point Likert scale.

A stratified random sampling method was employed to ensure a representative sample of students from various educational institutions across Indonesia. Data collection was conducted through structured online surveys, distributed via WhatsApp, social media, and volunteer networks to maximize reach and response rates. According to Risher and Hair (2017), a common guideline for PLS-SEM with 24 measurement items is to have a sample size that is at least 10 times the number of items being measured. Therefore, a minimum sample size of 240 respondents is recommended to ensure reliable and valid results in the analysis.

This study utilized a sample of 390 participants, which is sufficient for SEM PLS analysis. The survey included validated scales for system quality, information quality, confirmation, satisfaction, and continued use intention, adapted to the context of AI technology in education. This comprehensive approach enabled precise estimation of path coefficients and model fit, offering insights into the factors influencing continued use intentions of AI platforms in education.

DESCRIPTIVE STATISTICS FOR DEMOGRAPHICS

Table 1 presents the descriptive statistics for demographics: A total of 390 samples were collected from various educational institutions, including junior high schools, high schools, and universities in Jakarta and surrounding cities (Bogor, Depok, Bekasi, and Tangerang). The sample comprised 131 men and 259 women. Additionally, 43.1% of the sample were college students, 33.2% were high school students, and 10.5% were diploma students. This composition adequately represents the target student population for this study. The details are presented in Table 1.

Table 1. Demographics

DEMOGRAPHIC INFORMATION	N	%
Gender		
Male	131	33.6%
Female	259	66.4%
Educational level		
Junior high school	22	5.6%
high school	129	33.1%
Diploma's degree	41	10.5%
Bachelor's degree	168	43.1%
Master's degree	13	3.3%
Doctoral degree	17	4.4%
Total	390	100%

RESULT

RELIABILITY AND VALIDITY OF THE MEASURES

Table 2 shows the construct reliability and validity of the study, which was evaluated using Cronbach's alpha and composite reliability for construct reliability and convergent and discriminant validity for construct validity. The table presents the results of the construct reliability and validity for five constructs, including confirmation, continued use intention, quality of information, quality of the system, and satisfaction. In the context of SEM PLS analysis, the standards for measuring validity and reliability include several key metrics: Cronbach's Alpha should typically exceed 0.70 to indicate acceptable internal consistency; Composite Reliability (CR) values should also be above 0.70, reflecting the reliability of the construct; Average Variance Extracted (AVE) should be greater than 0.50, demonstrating that the construct explains more than half of the variance in its indicators; and rho_A should ideally be above 0.70 to ensure adequate reliability of the measurement model (Hair et al., 2011).

Cronbach's alpha values in the table range from 0.823 to 0.920, which are considered good to exceptional (Tavakol & Dennick, 2011). The table's rho_A values range from 0.872 to 0.921, which are similarly regarded as good to exceptional. The CR values in the table vary from 0.896 to 0.950, which are regarded as good to exceptional. The AVE (Average Variance Extracted) is a convergent validity metric that represents how far items have progressed in a construct and how they are related to one another. The AVE values in the table range from 0.744 to 0.863, which are regarded as acceptable to good.

The results indicate that the research instruments are reliable survey tools that are able to measure the constructs accurately. The construct reliability and validity results are within the recommended thresholds, indicating that the constructs are reliable and valid measures of the underlying concepts. Overall, Table 2 provides important information about the reliability and validity of the constructs used in the study, which is essential for ensuring the accuracy and validity of the research findings.

Table 2. Construct Reliability and Validity

	CA	RHO_A	CR	AVE
Confirmation	0.905	0.905	0.940	0.840
Continued Use Intention	0.823	0.872	0.896	0.744
Quality of Information	0.920	0.921	0.950	0.863
Quality of the System	0.904	0.911	0.933	0.779
Satisfaction	0.888	0.889	0.930	0.817
Confirmation	0.905	0.907	0.941	0.841

Table 3 shows the discriminant validity of the study, which was evaluated using the Fornell-Larcker criterion. The table presents the results of the discriminant validity for six constructs, including confirmation, continued use intention, quality of information, quality of the system, satisfaction, and trust. The results indicate that the diagonal values of the table are the square roots of the average variance extracted (AVE) for each construct, which represents the amount of variance captured by the construct relative to the measurement error.

The off-diagonal values represent the correlations between the constructs. The results show that the AVE of each construct is greater than the squared correlations between the constructs, indicating

that the constructs have discriminant validity (Fornell & Larcker, 1981; Zaiğ & Berteau, 2011). The results of the table suggest that the constructs are distinct and measure different aspects of the research model, which is essential for ensuring the accuracy and validity of the research findings.

Table 3. Discriminant Validity

	CONF	INT	INFO	SYST	SAT	TRU
Confirmation (CONF)	0.916					
Continued Use Intention (INT)	0.757	0.863				
Quality of Information (INFO)	0.772	0.812	0.929			
Quality of the System (SYST)	0.834	0.843	0.863	0.882		
Satisfaction (SAT)	0.743	0.786	0.854	0.837	0.904	
Trust (TRU)	0.880	0.802	0.819	0.886	0.792	0.917

The outer loadings, as shown in Table 4, indicate that all indicators have high values, demonstrating they are effective measures of their respective constructs. For the Trust construct, all indicators show high outer loadings, with the highest being 0.944 for “I trust the information from AI platforms,” indicating a strong association with trust. Similarly, the Quality of Information construct exhibits strong loadings ranging from 0.922 to 0.941, particularly highlighting that users find the information provided by AI platforms to be relevant and tailored to their needs.

Regarding User Satisfaction, all indicators display high outer loadings above 0.897, reinforcing that users are satisfied with their experiences on the AI platform. The Confirmation construct also shows strong loadings, especially with the indicator “The service level provided by the AI platform was better than what I expected,” which has a loading of 0.936, suggesting that users often find their experiences exceed expectations. The System Quality construct includes indicators with loadings from 0.829 to 0.935, indicating effective instructional quality and user support. Lastly, for Continued Use Intention, two indicators reflect strong loadings above 0.934, while the third indicator has a lower loading of 0.695, which is still acceptable as it is above the threshold of 0.6 (Hair et al., 2011).

Table 4 Outer loading

VARIABLES	INDICATORS	OUTER LOADINGS	RESULTS
Trust	I trust the information from AI platforms (TRU1)	0.944	All valid
	AI platforms can provide better information (TRU2)	0.905	
	Overall, AI platforms are trustworthy (TRU3)	0.902	
Information Quality	Information on this AI platform is free from errors (INFO1)	0.922	
	This AI platform provides information precisely according to my needs (INFO2)	0.941	
	Information on this AI platform is up-to-date (INFO3)	0.923	
User satisfaction	I am satisfied with this AI platform website (SAT1)	0.911	
	The AI platform website has met my expectations (SAT2)	0.903	

VARIABLES	INDICATORS	OUTER LOADINGS	RESULTS
Confirmation	I feel pleased with my overall experience of using the AI platform website (SAT3)	0.897	
	My experience with using the AI platform was better than I expected (CONF1)	0.903	
	The service level provided by the AI platform was better than what I expected (CONF2)	0.936	
	Overall, most of my expectations from using the AI platform were confirmed (CONF3)	0.910	
System Quality	This AI platform provides the necessary information (SYS1)	0.829	
	This AI platform provides helpful instructions for performing my task (SYS2)	0.935	
	This AI platform provides fast information access (SYS3)	0.912	
	It only takes a few clicks to locate information (SYS4)	0.850	
Continued Use Intention	I intend to continue using the AI platform rather than discontinue it (INT1)	0.934	
	My intentions are to continue using the AI platform rather than use any alternative means (i.e., Google) (INT2)	0.937	
	If I could, I would like to continue my use of the AI platform (INT3)	0.695	

RESULTS OF THE HYPOTHESIS TESTING

The research hypothesis analysis presents two research framework models that aim to determine the extent of ECM in the position of the trust variable. The first model examines the effect of satisfaction on trust, while the second model examines the reverse, the effect of trust on satisfaction. This can be seen in Figures 2 and 3.

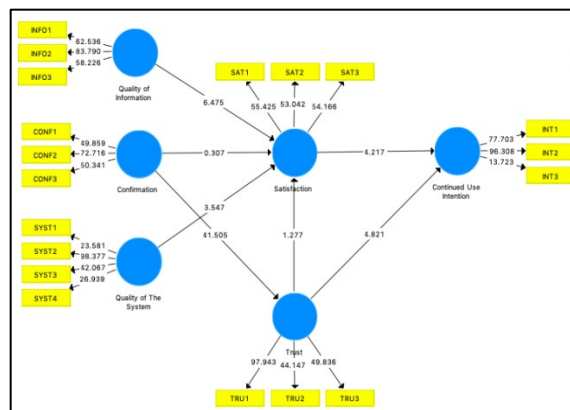


Figure 2. Model 1

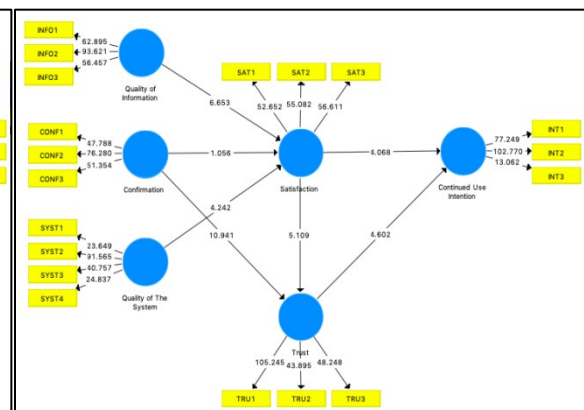


Figure 3. Model 2

The statistical analysis presented in Table 5 provides critical insights into the relationships among key constructs affecting the continued use intention of AI platforms among students in Indonesia, framed by the Extended Expectation Confirmation Model (EECM). The path coefficients indicate

that the Quality of the System significantly influences Satisfaction, with a T-statistic of 3.675 and a P-value of 0.000 in Model 1, which strengthens further in Model 2 with a T-statistic of 4.242 and a P-value of 0.000. This suggests that enhancements in system quality led to increased user satisfaction, consistent with literature emphasizing its importance in technology acceptance (Masri et al., 2020).

Table 5. Path Coefficients

	MODEL 1		MODEL 2	
	T Statistics	P Values	T Statistics	P Values
Quality of the System → Satisfaction	3.675	0.000	4.242	0.000
Quality of the System → Satisfaction → Continued Use Intention	2.380	0.018	2.635	0.009
Quality of the System → Satisfaction → Trust	-	-	3.000	0.003
Confirmation → Satisfaction	0.291	0.771 ^{ns}	1.056	0.291 ^{ns}
Confirmation → Satisfaction → Continued Use Intention	0.287	0.774 ^{ns}	1.065	0.287 ^{ns}
Confirmation → Satisfaction → Trust	-	-	1.001	0.318 ^{ns}
Confirmation → Trust	41.922	0.000	10.941	0.000
Confirmation → Trust → Satisfaction	1.194	0.233 ^{ns}	-	-
Confirmation → Trust → Continued Use Intention	4.586	0.000	4.628	0.000
Quality of Information → Satisfaction	6.615	0.000	6.653	0.000
Quality of Information → Satisfaction → Continued Use Intention	3.768	0.000	3.545	0.000
Quality of Information → Satisfaction → Trust	-	-	4.156	0.000
Satisfaction → Trust	-	-	5.109	0.000
Satisfaction → Continued Use Intention	4.235	0.000	4.068	0.000
Satisfaction → Trust → Continued Use Intention	-	-	3.048	0.002
Trust → Satisfaction	1.191	0.234 ^{ns}	-	-
Trust → Satisfaction → Continued Use Intention	1.200	0.231 ^{ns}	-	-
Trust → Continued Use Intention	4.717	0.000	4.602	0.000
ns: not significant				

Similarly, Quality of Information demonstrates a substantial positive effect on Satisfaction, with T-statistics of 6.615 in Model 1 and 6.653 in Model 2, both with P-values less than 0.001. This rein-

forces previous studies highlighting the critical role of information quality in shaping user perceptions and satisfaction levels (Yoo et al., 2023). The robust path from Satisfaction to Continued Use Intention, evidenced by T-statistics of 4.235 and 4.068 across both models, indicates that satisfied users are more likely to continue using the AI platform, aligning with the ECM framework that posits satisfaction as a key predictor of continued usage intentions (Fan & Jiang, 2024; Nguyen et al., 2021).

Similarly, Quality of Information demonstrates a substantial positive effect on Satisfaction, with T-statistics of 6.615 in Model 1 and 6.653 in Model 2, both with P-values less than 0.001. This reinforces previous studies highlighting the critical role of information quality in shaping user perceptions and satisfaction levels (Yoo et al., 2023). The robust path from Satisfaction to Continued Use Intention, evidenced by T-statistics of 4.235 and 4.068 across both models, indicates that satisfied users are more likely to continue using the AI platform, aligning with the ECM framework that posits satisfaction as a key predictor of continued use intentions (Fan & Jiang, 2024; Nguyen et al., 2021).

A p-value less than 0.05 indicates statistical significance (Andrade, 2019; Hwa et al., 2020). The results show that Confirmation has no significant effect on satisfaction across both models and does not significantly affect continued use intention mediated by satisfaction. These findings align with other investigations suggesting that confirmation and satisfaction do not significantly influence continued use of AI platforms (Choi & Kim, 2022; Park, 2020; Sihombing et al., 2023).

In contrast, Trust plays a significant role in mediating the effect of confirmation on continued use intentions and is directly influenced by confirmation. All path coefficients involving trust are statistically significant except for those between trust and confirmation. The inclusion of paths from Quality of System to Trust and Satisfaction to Trust in Model 2 results in higher T-statistics and significant relationships between trust and satisfaction.

The analysis indicates that satisfaction directly influences trust rather than vice versa, supported by path coefficients showing a significant impact from satisfaction to trust. This finding aligns with theoretical frameworks suggesting that enhancing user satisfaction is an effective strategy for fostering trust and encouraging ongoing engagement with AI platform (H. Song et al., 2019; Waldmann, 2021; Zhi et al., 2022). This relationship supports literature that often assumes causality moves from satisfaction to trust.

Changes observed between Model 1 and Model 2 suggest that including additional variables has affected some relationships' strength and direction. While confirmation remains statistically insignificant regarding satisfaction, its role in influencing trust becomes evident. In conclusion, these findings suggest that AI developers should prioritize enhancing both system and information quality to foster user satisfaction and trust, ultimately driving continued use intentions among students. The results underscore the necessity for ongoing research into these relationships to enhance user engagement and satisfaction in educational technologies.

DISCUSSION

The hypothesis testing based on ECM reveals that users' continued use intention is significantly influenced by the confirmation of system performance and the fulfilment of their expectations. This study examines key variables, including system quality, information quality, satisfaction, and trust, exploring their roles in mediating the relationship between confirmation and continued use intention. The analysis presents two models: one where satisfaction affects trust and another where trust influences satisfaction.

While previous research has established that trust affects satisfaction (Seo & Lee, 2021; Uzir, Al Halbusi, Thurasamy, et al., 2021), the findings from this study underscore the dynamic interactions between these variables. Specifically, the results indicate that satisfaction has a more dominant effect on trust than vice versa, particularly in influencing continued use intention. This conclusion aligns with existing literature suggesting that causality frequently moves from satisfaction to trust. For instance,

Waldmann (2021) and H. Song et al. (2019) highlight that satisfaction often precedes trust in determining user behavior. Further supporting this perspective, J. Kim and Yum (2024) elaborate that satisfaction is frequently the result of a user's positive experiences with technology quality. When users perceive high-quality system attributes—such as accuracy, reliability, and transparency—they are more likely to develop trust in the system (Jou et al., 2024; Zhi et al., 2022).

Path coefficient analysis further reveals that both system quality and information quality positively influence user satisfaction. This finding is consistent with previous studies indicating that the quality of AI significantly affects user satisfaction (Huang & Yu, 2023; Lutfi et al., 2022). Additionally, satisfaction mediates the influence of both system quality and information quality on continued use intention, in line with earlier research (Masri et al., 2020).

The analysis also highlights that trust significantly impacts continued use intention, as evidenced by strong path coefficients reported in prior studies (Huang & Yu, 2023; C. Luo et al., 2024). In contrast, the impact of confirmation on satisfaction appears relatively less significant compared to the effect of trust. While prior research often emphasizes confirmation as a critical predictor of satisfaction (She et al., 2024; Wang & Li, 2024), our findings suggest that confirmation primarily serves to establish trust rather than directly influencing satisfaction. This observation aligns with the findings of H. G. Song (2023), which indicate that confirmation does not significantly impact satisfaction or continued use intention when mediated by satisfaction.

Moreover, trust plays a crucial mediating role between confirmation and the dependent variable, as highlighted by the findings of Zhang et al., (2023). This discrepancy underscores the pivotal role of trust in shaping user behavior within the context of AI platforms. A closer examination of this divergence suggests that the reduced significance of confirmation may stem from variations in user expectations specific to AI platforms. In these contexts, system quality and information quality often outweigh initial expectations in shaping users' confirmation.

IMPLICATIONS

IMPLICATIONS FOR THE THEORY

By demonstrating that trust mediates the relationship between confirmation and continued use intention, the study highlights the importance of trust as a fundamental construct in the ECM. This finding suggests that future research should further explore the nuances of trust in various contexts, particularly in AI applications, where user skepticism and concerns about reliability are prevalent. Moreover, the results indicate that satisfaction is a key predictor of continued use intention, reinforcing the need for future studies to focus on the interplay between satisfaction, trust, and confirmation in technology adoption models. The study also underscores the necessity of incorporating quality dimensions into the ECM, which can lead to a more comprehensive understanding of user experiences and expectations. In conclusion, this study contributes to the theoretical understanding of the roles of trust and confirmation in continued use intention, particularly in the domain of AI platforms.

IMPLICATIONS FOR PRACTICE

To effectively implement AI platforms, developers and organizations must prioritize enhancing both system and information quality to improve user satisfaction. A robust system design that emphasizes reliability, usability, and responsiveness is key to meeting user needs, which in turn fosters long-term use and satisfaction. Additionally, integrating user feedback mechanisms is essential for the continuous refinement of AI platforms, ensuring they adapt to evolving user expectations. Regular training sessions can boost user competence and confidence, further improving satisfaction and trust in the technology. Ethical practices, such as transparency in data usage and decision-making, should also be adopted to build and maintain trust. By fostering open communication and ethical standards, organizations can mitigate risks and increase user engagement. Lastly, leveraging advanced analytics to per-

sonalize user experiences can drive greater satisfaction and loyalty, making AI platforms more integral to users' needs. This approach leads to higher levels of user engagement and satisfaction, ultimately making AI platforms indispensable in various organizational contexts.

CONCLUSION LIMITATION, AND FUTURE RESEARCH

The findings provide valuable insights into the shifting dynamics of user engagement, emphasizing the dominant influence of trust within the (ECM. Practically, these results suggest that AI developers should prioritize trust-building mechanisms, such as enhancing system reliability and transparency, rather than focusing solely on initial confirmation. By incorporating system quality and information quality, the Extended Expectation Confirmation Technology Model (ECTM) extends the original ECM into a technological context, offering new and more in-depth research alternatives.

While this study provides valuable insights, it is not without limitations. One limitation is its focus on specific AI applications, which may not generalize across all AI platforms or user demographics. Future research should explore the applicability of the extended ECM framework, namely ECTM, in diverse contexts and with various AI applications to validate its robustness. Additionally, future research should consider other variables that may influence continued use intention, such as perceived risk, user engagement, and external factors like social influence. By incorporating these elements, researchers gain a more holistic understanding of the factors that drive user behavior in AI contexts.

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