# INVESTIGATING THE FACTORS OF UNDERGRADUATE STUDENTS SUPPORT FOR AI UTILISATION

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## INVESTIGATING THE FACTOR OF UNDERGRADUATE STUDENT'S SUPPORT FOR AI UTILISATION

BY

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A final year project submitted in partial fulfilment of the requirement for the degree of

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#### We hereby declare that:

- (1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the FYP.
- (4) The word count of this research report is 10,466 words

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#### LIST OF ABBREVIATIONS

AI Artificial Intelligence

FFM Five Factor Theory

TAM Technology Acceptance Model

TRA Theory of Reasoned Action

MBTI Myers-Briggs Type Indicator

IQ Information Quality

KU Knowledge and Understanding

AV Attitudes and Values

ABP Activity, Behaviour, and Progression

GLOs Generic Learning Outcomes

AU Acceptance and Use

SIS Student Information System

SPSS Statistical Package Social Science

MCQ Multiple Choice Question

ANOVA Analysis of Variance

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#### **PREFACE**

This research aims to investigate the factors influencing undergraduate students' support for AI utilisation, particularly focusing on personality traits, creativity, and information quality. The rapid advancement of AI technologies and their integration into various educational tools has prompted significant changes in the learning landscape. As students increasingly rely on AI for academic assistance, it becomes crucial to understand the factors that drive their acceptance and support for these technologies.

The inspiration for this study stemmed from our observation of the growing presence of AI in educational settings and its potential to transform traditional learning methods. By exploring the factors that influence students' support for AI, we hope to provide insights that can guide educators, undergraduate students and AI developers in fostering a more effective and supportive learning environment.

We would like to express our gratitude to our supervisor, Dr. Seow Ai Na, for their guidance and support throughout this research. We also extend our thanks to the respondents who participated in our survey, and to our families and friends for their unwavering encouragement.

This study is structured into five chapters, beginning with an introduction to the research topic, followed by a review of relevant literature, a detailed explanation of the research methodology, an analysis of the results, and finally, a discussion of the implications and conclusions drawn from the study.

We hope that this research will contribute to the ongoing dialogue on the role of AI in education and provide valuable insights for those interested in the intersection of technology and learning.

#### **ABSTRACT**

This study investigates the factors that influence undergraduate students' support for AI utilisation, focusing on personality traits, creativity, and information quality. As AI becomes increasingly integrated into educational practices, understanding the determinants of student support for AI is crucial for enhancing learning outcomes and guiding the effective implementation of AI tools in academic settings.

The research employs a quantitative approach, utilising a structured questionnaire to gather data from 400 undergraduate students across various public universities and private universities in Selangor, Kuala Lumpur, and Perak. The study applies the Big Five Personality Traits, Divergent Thinking Theory, and Technology Acceptance Model (TAM) to explore the effects of the independent variables (personality traits, creativity, and information quality) on the dependent variable (support for AI utilisation).

The findings reveal that all three independent variables significantly influence students' support for AI, with creativity having the strongest impact, followed by information quality and personality traits. These results suggest that fostering creativity and ensuring high-quality, relevant, and reliable AI-generated information are key to gaining student support for AI tools in education.

The study concludes with recommendations for educators to integrate AI thoughtfully into curricula and for AI developers to focus on creating tools that meet the evolving needs of educational environments. The implications of this research are significant for the future of AI in education, as it provides insights into how students' support can be harnessed to improve educational outcome

#### **CHAPTER 1: INTRODUCTION**

#### 1.0 Introduction

Chapter 1 briefly introduces this study and discusses why it was conducted, its variables, and how they affect the topic. First, we will point out the study background. Next, the problem statement will be noted, followed by the research objectives and questions. Besides, there will be a further discussion of the significance of this study, the chapter layout, and a summary of Chapter 1.

## 1.1 Research Background

Artificial intelligence (AI) refers to a digital machine's ability to perform tasks that are typically performed by humans with intelligence. Its integrated technologies are classified into several categories, including computer vision, speech, machine learning, big data, and natural language processing. The exponential expansion of AI has led to profound changes in social interaction, communications, life, study, and work (Chiu et al., 2023). Nowadays, the influences of AI are becoming significant with far-reaching implications on the healthcare sector, financial industry, law, manufacturing, and entertainment (Salas -Pico & Yang , 2020). Moreover, AI applications have been successful in many different sectors. These involve face recognition, automation, intelligent smart sensors for photo taking, speech recognition and translation, object tracking, automated driving, and others (Friedrich et al., 2021).

The use of AI is also emerging in education, and a great deal of research is being conducted on the utilisation of AI in intelligent tutoring systems, personalised learning, assessment design, and learning analytics (Salas-Pico & Yang, 2020). In education, AI technologies such as intelligent tutoring systems, chatbots, robots, ChatGPT, and automated assessment tools are used in all digital formats to support and enhance the educational process. AI in education also has excellent potential to improve learning outcomes, pedagogy, assessment practices, and academic management. It facilitates personalised and adaptive student learning experiences, promotes educators' more profound understanding of students' learning processes, and enables on-demand access to machine-supported queries and instant feedback, regardless of time or location (Chiu et al., 2023).

Nowadays, undergraduate students, the individuals currently studying a bachelor's degree programme in university, increasingly turn to AI for academic assistance. According to Figure 1.1, 82% of students and teachers found ChatGPT helpful in learning. The statistics prove that students frequently use AI, and a large percentage rely on AI tools and platforms for various educational activities.

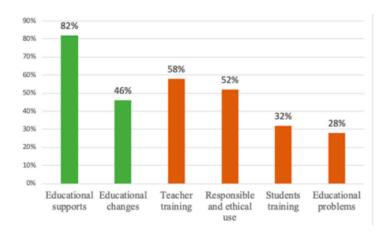


Figure 1.1. Statistics for students and teachers using ChatGPT in their learning process. Adopted from Montenegro-Rueda et al., (2023).

These activities include conducting research, accessing online learning resources, utilising AI-powered tutoring systems, and using AI-based assessment tools. These data highlight the increasing integration of AI with higher education and its role in

shaping the modern learning experience for undergraduate students (Montenegro-Rueda et al., 2023).

#### 1.2 Problem Statement

Today, the rapidly advancing landscape of AI continuously enhances the efficiency and convenience of people's lives (Anderljung & Hazell, 2023). In the ideal scenario, AI should coexist seamlessly with humans, and function as a crutch which is a dependable assistant.

However, the negative impacts of AI are increasingly evident, particularly misuse by some students, raising concerns among educational institutions and schools. As a result, these institutions have implemented proactive measures to address and mitigate these issues. Many colleges and universities worldwide have swiftly reevaluated their plagiarism policies and taken steps to restrict their students' access to AI tools. According to Chan (2023), eight prestigious universities within the UK's Russell Group, including Oxford and Cambridge, have classified using AI bots for assignments as academic misconduct. Besides, the New York City Department of Education announced a ban on students using Chat GPT for plagiarism.

Aside from those educational departments and universities policies, some of the celebrities deliver their concern regarding these AI tools application. In April 2023, several prominent figures, including Musk, Stability AI CEO Emad Mostaque, Turing Award laureate Yoshua Bengio, and others, signed a joint statement. The letter expressed concerns about AI systems' possible societal and humanitarian impacts that rival human intelligence (Samuel, 2023). Consequently, they vacated a six-month moratorium on using AI technology and urged discontinuing the development of large models such as GPT-5.

However, Malaysia remains neutral on one of the famous AI tools, Chat GPT. Fam (2023) mentioned that the Higher Education Minister of Malaysia declared that the

government would not prohibit students from using ChatGPT in local institutes of higher education.

Due to no explicit prohibition, Malaysia's undergraduate students have the autonomy to adopt AI in their study. Personality becomes critical in determining whether to adopt it. This can be further explained by Kaya et al. (2022), who stated that personality traits significantly contribute to technology adoption and acceptance. The different viewpoints among students have prompted people to meditate on whether AI should be integrated into undergraduate education.

Furthermore, the misuse and reliance on AI have damaged some students' creativity, especially their creative writing skills. Over time, it weakens their critical thinking skill, and ultimately, they lose their problem-solving capacity in learning (Shidiq, 2023).

Moving on, the accuracy of AI-generated content is also often questioned. "Hallucination effect" makes the AI-generated but incorrect content seem reliable (Wahid et al., 2023). Sometimes, there will be a mismatch between the learner's requirements and AI-generated content. The deviations are caused by AI content's general nature rather than focusing on a specific area. Hence, the uncertain quality of AI-generated content raises student concerns about whether AI should be banned or supported in their academics.

AI adoption in undergraduate students' studies has the potential to reform Malaysia's undergraduate education sector, including student's learning methods. It can contribute to study effectiveness or distort the nature of education. By referring to past studies, many scholars have taken the initiative of utilising various frameworks with support to utilisation of AI in higher education. Wang et al. (2023)

has significantly found the roles of AI in education for international students can affect supportiveness for AI utilisation such as personalised learning experiences, adaptive testing, predictive analytics, and chatbots for learning and research. Labrague et al. (2023) focused their findings on the students' nurses attitudes, perceived utilisation, and intention to affect their supportiveness to adopt the AI in nursing practices. Tian et al. (2024) investigating the students' attitudes, satisfaction, and behavioural intentions that can positively affect supportiveness for using AI Chatbots in academic purposes.

On these bases, we further investigate the factors that affect undergraduate students' support for using artificial intelligence. A theoretical model has been developed and analysed using statistical data to comprehend the personality traits, creativity, and information quality that affect undergraduate students' support for AI utilisation in their learning process. This finding could spire further research into this study area, mainly undergraduate students' support for using artificial intelligence in learning.

In undergraduate education, students not only obtain the specialised skills and knowledge to prepare for professional occupations or further academic pursuits, but also assist in developing their critical thinking, research abilities, and analytical skills (Gray Group International, 2024). Hou et al. (2024) discovered that the presence of undergraduate students is essential for promoting the use of AI in their academic pursuits. In truth, 70.2% of college students utilise AI tools regularly, hourly, or daily for their academic studies. This statistic underscores the high frequency of AI tool usage among undergraduates and highlights their substantial engagement with these technologies. This makes them the ideal target population for understanding supportiveness for AI utilisation.

## 1.3 Research Objective

## 1.3.1 General Objective

This study aims to identify the factors that may affect undergraduate students' support for using artificial intelligence (AI).

#### 1.3.2 Specific Objectives

These are the specific objectives from the stated general objectives are as follows:

- 1. To determine whether personality traits significantly affect undergraduate students' use of artificial intelligence (AI).
- 2. To determine whether creativity significantly affects undergraduate students' use of artificial intelligence (AI).
- 3. To determine whether information quality significantly affects undergraduate students' use of artificial intelligence (AI).

## 1.4 Research question

The research will be guided by three questions, each of which will be explained. The questions are as follows:

- 1. To what extent do personality traits affect support for AI utilisation among undergraduate students?
- 2. To what extent does creativity affect support for AI utilisation among undergraduate students?
- 3. To what extent does information quality affect support for AI utilisation among undergraduate students?

## 1.5 Significance of the Study

This study is significant as it reflects the transformative role of AI in education, beneficials for both undergraduate students, educators, developers, academic institutions, and corporations. By showing that 70.2% of undergraduate students use AI tools for academic support actively, this research highlights AI's capacity to enhance personalised learning and academic results. For educators, they will gain insights into integrating AI into teaching methods to create more effective learning environments. Besides, it also guides AI developers to better comprehend the need for accurate and relevant tools, fostering continuous improvement. Furthermore, the findings suggest that AI's integration into education aligns academic outcomes with industry needs, preparing a more skilled workforce.

## 1.6 Chapter Layout

Chapter 1 consists of 8 subtopics, beginning with a chapter introduction followed by the study background and problem statement. Additionally, the chapter will outline the desired research objectives and the research questions. The significance of the study will also be explained before the chapter layout and summary.

Chapter 2 contains 6 subtopics, mainly reviewing the literature conducted by different researchers. It begins with an intro to the chapter, followed by a brief description of the grounded theory that will be applied in further discussion. This is followed by a literature study, which discusses those variables using secondary data. These analyses and data are mainly from journal articles. In addition, a conceptual framework is included, which analyses the links between the variables. Finally, the chapter continues with a discussion of hypothesis formulation and concludes with a chapter summary.

Chapter 3, research methodology, describes how a quantitative study will be conducted. To collect information and data for the study, the target audience will be surveyed through questionnaires. This chapter includes 9 subtopics: introduction, research design, data collection techniques, sample design, research instrument, constructing measurements, data processing, data analysis, and chapter summary.

Chapter 4 focuses on the results and analyses derived from the questionnaires and analyses the entire study using the SPSS Statistics software. This chapter consists of 4 components: descriptive analysis, scale measurement, inferential analysis, and conclusion.

Chapter 5: Implications and Conclusion. The chapters serve as a comprehensive summary of the entire study, aiming to validate the research aims and hypotheses with input from researchers. We address the concerns identified during the process and offer relevant recommendations to all readers, ensuring they can avoid similar limitations when pursuing further research on this subject.

## 1.7 Chapter Summary

Overall, this study pointed out the factors that may affect undergraduate students' support for artificial intelligence (AI) utilisation. The three factors that will focus on are personality traits, creativity, and quality of information. Chapter 1 briefly discussed the contexts and factors that affect undergraduate students' support for AI. The next chapter will refer to numerous literature reviews for a more detailed discussion.

#### **CHAPTER 2: LITERATURE REVIEW**

#### 2.0 Introduction

This chapter will assess and discuss prior studies on this topic. Section 2.1 discusses the grounded theory relevant to this study. Section 2.2 presents the dimensions of the dependent and independent variables identified in Chapter 1. Section 2.3 analyses the conceptual framework based on the research objectives. Section 2.4 points out the study hypothesis and Section 2.5 concludes the chapter.

## 2.1 Underlying theories

This study selected 3 theories: Big Five Personality Theory, Divergent Thinking Theory, and Technology Acceptance Model to describe the supportiveness of AI utilisation.

Big Five theory is widely used in personality-related research, also known as the five-factor model (FFM) of personality traits. The history of the theory can be traced back to Galton, who suggested that individual differences are reflected in language. Allport and Odbert found that approximately 4500 words can describe personality traits. Cattell further condensed this list to 35 personality variable clusters, which formed 12 factors when factors were analysed. Tupes and Christal consistently found a five-factor model: Surgency, Agreeableness, Dependability, Emotional Stability, and Culture. Finally, Goldberg coined the "Big Five" to describe this model. The Five Broad Personality traits emerged as openness, conscientiousness,

extraversion, agreeableness, and neuroticism (Feher & Vernon, 2021). Azzahra et al. (2024) claimed that these personality traits are relatively stable and lead to different perceptions and values in response to situations.

Openness refers to a personality attribute that refers to a willingness to explore new things. Conscientiousness motivates individuals to take action to achieve goals. Extraversion occurs when a person enjoys frequent interpersonal contact and appears to be more energetic and enthusiastic. Agreeableness reflects an individual capable of prioritising social harmony and getting along with others (Azzahra et al., 2024). Neuroticism refers to an individual's emotional stability; high-neurotic individuals are emotionally unstable and more likely to have psychological diseases like depression and anxiety (Gao et al., 2020).

Divergent thinking theory, a theory proposed by Joy Paul Guilford in the 1960s, emphasising the several ideas generation. It is also known as lateral thinking, a critical component of creativity that encourages individuals to take into account various potential solutions, promoting unconventional and innovative viewpoints. Those diverse ideas enhance individuals' ability to deal with challenging circumstances, leading to effective problem-solving (Kalansooriya, 2023). It is usually generated by brainstorming and a stream-of-consciousness proclivity to think beyond the box to gain solutions and beneficial outcomes (Afunugo, 2023).

Divergent Thinking Theory proposes that originality, fluency, and adaptability encourage creative thinking and problem resolution. Originality refers to the ability to come out with new and original ideas; fluency means being capable of generating multiple ideas or problem solutions promptly; and flexibility means being capable of proposing a few approaches to a particular problem simultaneously (Putra et al., 2022).

Moreover, the Technology Acceptance Model (TAM) is mostly applied to identify and analyse factors that may affect individual technology adoption (Billanes & Enevoldsen, 2021). It was proposed by Fred Davis in 1989 and refers to the Theory of Reasoned Action (TRA) commenced by Fishbein and Ajzen as a ground. At the

beginning, TRA was developed as a model to predict and explain the actual behaviour of an individual (Rahman et al., 2021). Afterwards, TAM was found as a powerful model for predicting individual acceptance and usage of technology.

TAM posits that perceived usefulness and ease of use are the 2 main factors that determine an individual's intention to use a technology, which in turn influences actual usage behaviour (Wicaksono & Maharani, 2020). According to TAM, perceived usefulness refers to how individuals believe technology may increase performance and efficiency; perceived ease of use is an individual's confidence in utilising technology that is able to reduce his or her effort. Sulaiman et al. (2023) mentioned that information quality is considered as an important determinant of both perceived ease of use and usefulness of the information used.

#### 2.2 Literature Review

#### 2.2.1 Dependant variables - Support for AI Utilisation

AI is the computer system's ability to match the human brain's behaviour, including the reception of information in the form of external data, and the learning achieved through training (Montenegro-Rueda de et al., 2023). AI has gained popularity and occupies a place of leadership in medicine, robotics, education, and autonomous driving.

Another author, Gonzalez-Calatayud et al. (2021) defined AI as an artifact that can take data from its surroundings to act rationally and independently, even in an uncertain environment. According to many researchers, artificial intelligence (AI) will be one of the most beneficial technologies of the future when partnered with other technologies like robotics, virtual reality, 3D printing, and networks.

Moreover, support for AI utilisation for student learning is ubiquitous and reputationally significant in higher education. Consequently, it is essential to determine whether the support for AI utilisation affects students (Lane et al., 2019). The various AI applications that students support to use in their academic studies, especially with the famous ChatGPT tools, personalised learning tools, robots, chatbots, and adaptive learning tools (Igbokwe, 2023).

Three dimensions support utilisation: mindsets, self-management, and academic capabilities. Mindset refers to the fundamental beliefs around intelligence, ability, and motivation people have about the nature of the human condition, and it frames the running account that takes place in people's heads. Self-management is demonstrated by students who manage their time effectively, use goals to drive motivation, identify and use their learning strategies, and proactively manage their physical and social environment to ensure learning effectiveness. Academic capabilities refer to the knowledge and skills associated with a student's study area and generic academic learning (Lane et al., 2019).

We align with Lane et al. 's dimensions of support for AI utilisation in education. This approach reflects a holistic approach to leveraging technology for enhanced learning outcomes by fostering a growth mindset, promoting self-management skills, and cultivating academic capabilities. Public and private institutions can empower undergraduate students to harness AI's potential as a tool for personalised, adaptive, and impactful learning experiences.

## 2.2.2 Independent variables - Personality traits

Wang et al. (2024) defined personality traits as an integral aspect of an individual, which reflects the enduring consistency patterns. Even in diverse situations and periods, the thoughts and emotions of an individual always mirror stability and consistency. These consistent perception, thinking, and behaviour patterns shape Page 13 of 161

individuals' unique characteristics (Liu et al., 2021). Due to the enduring characteristics being more likely to reflect a person's motives, needs, values, preferences, and attributes, researchers have conducted numerous studies over the decades to understand the impacts of personality traits, particularly when forecasting human behaviours.

The earlier research found that individual personality is an inborn nature that would not change over time (Muhammad Musa & Gashayie, 2021). Nonetheless, recent research overturned this statement and proved that personality traits serve as an individual's dynamic characteristics that are both moderately stable and malleable. It may shift in response to specific experiences throughout an individual's life (Bleidorn et al., 2021).

Among numerous previous studies, the Big Five model, also known as the Five-Factor Model (FFM), is widely accepted for describing personality traits. The model consists of five dimensions: openness, conscientiousness, extraversion, agreeableness, and neuroticism (Angelini, 2023). Openness refers to an individual's intellectual curiosity, open-mindedness, inventiveness, independence, novelty, and diversity. Conscientiousness is demonstrated by an individual's exactness, discipline, organisation, adherence to principles and standards, and hard work toward achievement. Extraversion correlates with the frequency and degree of social interactions. It is characterised by an individual's more assertive sociability, talkativeness, and self-confidence. Agreeableness implies an individual's cooperativeness, compassion, tolerance, and forgiveness towards others while avoiding competitiveness, conflict, and employing force. Lastly, neuroticism is an individual's emotional instability and impulsive behaviour. This group of people commonly has higher negative sentiments and worries.

There are many other models to explain personality traits. Some other studies applied the HEXACO Model (an extension of the Big Five model with an additional dimension—honesty and humility) (Zettler et al., 2020). In recent years, the Myers-Briggs Type Indicator (MBTI) has also become an emerging model. However, we

chose to apply the Big Five to this study as its comprehensiveness and conciseness conclude individual differences.

#### 2.2.3 Independent variables - Creativity

Henriksen et al. (2021) stated that creativity is a critical concept widely adopted across disciplines in academic work, policy frameworks, and practise. A tentative new unity is emerging between different understandings of creativity and interdisciplinary and hybrid approaches to creativity, design, and technology.

Furthermore, Long et al. (2022) stated that creativity is generally defined as the ability to create original and valuable things. In education, creativity, along with critical thinking, communication, and collaboration, is recognised as one of the skills that are essential for deeper learning, with a focus on transferring and applying knowledge to solve problems.

The researchers also found that creativity is an integrated unit of subjective and objective factors that lead to the realisation of new production and valuable assets from the individual and the group that contribute to finding new solutions to problems and approaches (Mohammed Yousif et al., 2020). The researchers identified three dimensions: originality, fluency, and flexibility. One of the essential elements of creativity is originality, which is the ability of the individual to present new ideas that benefit others and not duplicate them. Fluency is the ability of the individual to generate the most significant amount of ideas that fit a situation within a short period. Flexibility indicates the individual's ability to think in various ways and deal with problems in diverse dimensions (Mohammed Yousif et al., 2020).

Based on numerous previous studies, we agree with Mohammed Yousif et al. (2020) that by recognising the different dimensions, which are originality, fluency, and flexibility in educational policies and practises, the education industry can nurture

a generation of students who are not only knowledgeable but also creative, adaptable, and capable of making meaningful contributions to society.

#### 2.2.4 Independent variables - Information quality

Nowadays, information quality is highly valued across sectors since it is considered one of the critical determinants of customer satisfaction and decision-making. Low-quality information can lead to substantial business losses. Many businesses have adopted information systems and data warehouses to generate accurate, reliable, and timely information (Patma et al., 2021). Especially in the healthcare industry, which needs to make decisions under time pressure, accuracy and timely information are essential to patient care and treatment. Information quality is subjective, which depends on users' judgement of whether the information matches their needs and usage intention (Jiang et al., 2021).

Moreover, it has received increasing scholars' attention (Xie et al., 2022). Based on Dadzie et al. (2021), information quality (IQ) is defined as the information's suitability for use or the value it offers the user. Another researcher, Gutiérrez et al. (2022), claimed that information quality may be defined as the appropriateness of a given piece of information for a particular purpose. Moreover, it can be defined from two perspectives (producer and consumer) that should be able to conform to specifications and satisfy consumer expectations (Hwang et al., 2023).

It is also recognised as multidimensional. As a result, different researchers have measured information quality with diverse dimensions in past studies. According to Zrnec et al. (2022), the study explained information quality using four dimensions: accuracy, completeness, objectivity, and representation. At the same time, another research study (Liu et al., 2023) defined seventeen attributes that help comprehend information quality better. Among the studies, we refer to the study from Naeem et al. (2022) to determine the information quality dimensions.

The study proposed four dimensions for information quality: accuracy, timeliness, relevancy, and completeness. Accuracy refers to the information being free of error. Timeliness means the information is obtained promptly. Relevancy is the degree to which the information is relevant to the given tasks. Completeness ensures that the information is obtained entirely. These four dimensions will be applied in this study to understand the information quality better.

## 2.3 Proposed Conceptual Framework

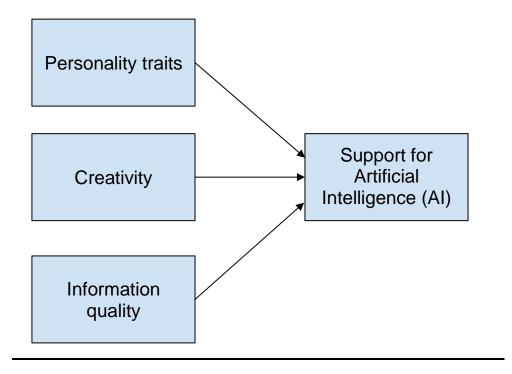


Figure 2.1 Proposed Conceptual Framework.

Figure 2.1 shows a proposed conceptual framework in this study, which aims to illustrate the factors affecting undergraduate students' support for AI utilisation. Support for AI utilisation is viewed as a dependent variable that might be affected

by the three independent variables: personality traits, creativity, and information quality. Three theories have been applied to support the proposed framework.

Personality traits are the first factor that can lead to the supportiveness for AI utilisation. It comprises five dimensions: openness, conscientiousness, extraversion, agreeableness, and neuroticism. Chuah et al. (2021) found that individuals with high openness tend to be more willing to engage with AI. Conversely, high neuroticism individuals are less inclined to trust AI (Sharan & Romano, 2020). These statements can be supported by the Big Five theory, which explains that different personality traits cause different insights into AI adoption.

Creativity is the second factor composed of originality, fluency, and flexibility. Drawing from the Divergent Thinking Theory, Handayani et al. (2021) stated that highly creative individuals tend to generate innovation and unique ideas (originality), come up with a wide variety of solutions (fluency), and adapt their thinking to varied circumstances (flexibility).

In addition, information quality includes dimensions such as accuracy, timeliness, relevance, and completeness, which are the third factor that contributes to the acceptance of AI. The Technology Acceptance Model (TAM) can be used to explain how individuals see the quality of information in AI and how this perception of their willingness to use that AI technology. Individual supportiveness of AI utilisation is improved when information generated by AI is accurate enough to align individual expectations (Grimes et al., 2021) and when information generated by AI is timely enough to decrease the effort required for individuals to make decisions (Modgil et al., 2021); when information generated by AI is relevant to individual needs and goals; and when information provided by AI systems is comprehensive and complete that makes individuals perceive the facilitation.

## 2.4 Hypotheses Development

#### 2.4.1 The effects on personality traits to support AI utilisation

According to Wu et al. (2019), students' personality traits can affect their communication and behavioural support when using AI tools in their learning process. Wu et al. (2019) measured student personality traits in the Big Five Model: openness, conscientiousness, extraversion, agreeableness, and neuroticism. Besides, Wu et al. (2019) built an inference model such as Least Absolute Shrinkage and Selection Operator to predict the undergraduate student's personality traits better accurately. The results showed that the two personality traits, Agreeableness and Extraversion, positively correlated with student participation to support AI utilisation in their learning process.

Furthermore, Baran and Cangir (2024) explored the implications of openness and neurotic personality traits on adopting educational AI technologies in the healthcare industry. The study found that openness positively affected the supportiveness of AI technology utilisation, and neuroticism harmed supporting AI utilisation. Moreover, the study's results by Osei et al. (2022) showcased the positive effect of personality traits, motivation factors, and behavioural intention on the supportiveness of AI utilisation platforms in shaping attitudes and engagement with AI technology among healthcare students. The research hypotheses have been proposed based on numerous previous studies.

H1: There is a positive effect on personality traits to support AI utilisation among undergraduate students.

### 2.4.2 The effects on creativity to support AI utilisation

Zhang and Zhu (2022) examined how students' creativity and problem-solving skills can positively affect educational robotics using a Meta-analysis of 20 typical studies published from 2011 to 2021. Another author, Li et al., 2022 The findings revealed that knowledge and understanding (KU), attitudes and values (AV), activity, behaviour, and progression (ABP), and satisfaction, motivation, and creativity (EIC) from Generic Learning Outcomes (GLOs) have an advantageous impact on technology acceptance and use (AU).

Furthermore, Tang et al. (2022) stated that a student's creativity can be measured using digital technology regarding creative characteristics, outputs, processes, and environment. Another author, Shaikh et al. (2021) results also showed that the creativity and innovation of the students had brought their willingness to adopt digital technology. Thus, the above statements prove that students' creativity can positively affect AI utilisation among undergraduate students, and the research hypothesis is proposed.

H2: There is a positive effect on creativity to support AI utilisation among undergraduate students.

## 2.4.3 The Effects on information quality to support AI utilisation

Zhang and Kim (2022) investigated how the evaluation of web-based information quality affects the use of AI in the healthcare industry. The results showed that web-based health information quality had the most substantial positive effect on consumers' support for using AI technology and satisfaction with health information.

Mkinga and Mandari (2020) also investigated the efficiency of the Student Information System (SIS) utilised at the Institute of Finance Management. According to the Delone and Mclean approach, information quality can be used to quantify AI success better. The findings also suggested that information quality has a good and significant impact on SIS user support and satisfaction (Sayyidatul Abqoriyyah Melgis et al., 2024). According to the above relationship, the higher the quality of information, the more likely people are to support the use of present AI technology. The research idea is proposed after reviewing various past studies.

H3: There is a positive effect on information quality to support AI utilisation among undergraduate students.

## 2.5 Chapter Summary

This chapter comprehensively analysed the independent variables (personality traits, creativity, and information quality). A conceptual framework and hypotheses are presented as guiding principles for this study. In Chapter 3, we will implement the research methodology based on the themes established in this chapter.

### **CHAPTER 3: RESEARCH METHODOLOGY**

#### 3.0 Introduction

Chapter 3 aims to describe the research methods used to collect data and address the research questions. Section 3.1 will discuss the research design to determine whether the question-answering strategy will be qualitative or quantitative. Section 3.2 will discuss the data collection methodology, followed by a discussion of the sampling design, research instruments, constructed measures, and data analysis in sections 3.3 to 3.7. The last section, section 3.8, will conclude the chapter.

## 3.1 Research Design

Quantitative business research was chosen to design the research questionnaires in our empirical studies. This is because quantitative business research emphasises study objectives through empirical assessments, including measurement in numbers and statistical analysis of data acquired by surveys. It also includes quantitative assessment in the form of numeric rating scales and quantitative analysis in applied statistical methods (Bougie & Sekaran, 2019). Furthermore, quantitative research was used to explain the three independent variables (personality traits, creativity, and information quality) affecting support for AI utilisation among undergraduate students. The questionnaire consists of fixed alternative questions distributed through online Google Forms. Therefore, causal research is suitable in this study because having a good understanding of the factors (personality traits, creativity, and information quality) affects support for AI utilisation among undergraduate students.

#### **3.2 Data Collection Methods**

Data collection methods are techniques and procedures for collecting information and data for research purposes. The data will be used to test hypotheses and ensure the accuracy and validity of the study. Both primary and secondary data will be compiled to support our findings on the research questions in our study.

## 3.2.1 Primary Data

Mwita (2022) stated that a researcher collects primary data from the leading source for the first time. The data collected by the primary data method is real-time data that is direct from main sources through surveys. Primary data includes interviews, questionnaires, focus group discussions, and observation. We distributed the questionnaires via google forms to respondents as our primary data in this research.

### 3.2.2 Secondary Data

Bougie and Sekaran (2019) stated that secondary data is gathered and recorded by others and is readily available for researchers to use in the studies. Wagh (2023) defined secondary data as past data from third-way sources, including government publications, websites, books, journal articles, internal records, etc. Secondary data is always faster and less expensive than acquiring primary data by collecting data. Hence, we also utilised secondary data as our sources of the literature review in this research. It was collected through Google Scholar, including Science Direct, Jstor, Emerald, Taylor & Francis.

## 3.3 Sampling Design

## 3.3.1 Target Population

The target population can be defined as the entire population or group of people that a researcher is interested in researching and analysing (DJS Research, 2019). According to the Statistic Higher Education 2022, the target population is focused

on the undergraduate students who are studying in public and private universities within Malaysia. In the research, we will adopt 58.77% of public university undergraduate students and 41.23% of private university undergraduate students. Table 3.1 shows the figures released by the Statistic Higher Education that the total number of undergraduate students amounted to 815,133 in the year 2023.

Table 3:1:

Undergraduate student	Public university	Private university	Total
category			
Total Intake	103,155	72,519	
Total Enrolment	375,904	263,555	
Total	479,059	336,074	
			815,133
Percentage	$\frac{479,059}{815,133} \times 100 = 58.77\%$	$\frac{336,074}{815,133} \times 100 = 41.23\%$	100%

Number of Undergraduate Student in Malaysia

Note. Adopted From Statistics Higher Education Institution 2023

#### 3.3.2 Sampling Frame and Sampling Location

A list of elements from which a sample can be drawn is referred to as a sampling frame (Bougie & Sekaran, 2019). The sampling frame is not available since the target population is large. However, the sampling location can be referred to as the location of the study. According to Statistics Higher Education Institutions (2023), we focus on the first three states with the highest number of undergraduate students in public universities and private universities in the year 2023 in Malaysia are Selangor (420,398), Kuala Lumpur (173,199), and Perak (75,032) to conduct the research successfully and easily get the data from undergraduate students.

Table 3.2

States	Public university	Private university	TOTAL
SELANGOR	150,916	269,482	420,398
W.P KUALA LUMPUR	54,351	118,848	173,199
PERAK	39,538	35,494	75,032

Number of Undergraduate Students in Three States

Note. Adopted from Statistics Higher Education Institution 2023

### 3.3.3 Sampling Elements

The sampling element of this study focuses on undergraduate students who have frequently used AI-based tools for academic purposes in private and public universities in three states. It is important to the targeted respondents in this research to have used AI-based tools for academic purposes. Therefore, they can provide information and opinions regarding the supportiveness of using AI for academic purposes in public universities and private universities in Selangor, Kuala Lumpur, and Perak states.

## 3.3.4 Sampling Technique

Quota sampling is defined as the non-probability sampling technique in which the researchers identify subgroups in the population and set quotas for individuals to be included in the sample from each subgroup. The subgroups can be based on characteristics such as age, gender, race, and others. The purpose of the quota sampling technique is to make the sample more representative of the population (Simkus, 2023).

In this study, we adopt quota sampling to identify the 2 subgroups according to the nature of universities: public and private universities. The quotas will be allocated proportionally, considering that there are private universities and public universities in Selangor, Kuala Lumpur, and Perak. Therefore, 58.77% of undergraduate students will be selected from the public universities, whereas 41.23% will be drawn from the private universities in Selangor, Kuala Lumpur, and Perak.

#### 3.3.5 Sampling Size

Sampling size refers to the number of target respondents to explain the target population in our studies. In this research, the targeted population is all undergraduate students from private and public institutions in Malaysia. Based on **Appendix 10**, the maximum ideal targeted respondents are 400 undergraduate students since the exact number of the target population is 815,133. Therefore, 235 undergraduate students will be collected from the public universities and remaining 165 undergraduate students will be collected from private universities in Selangor, Kuala Lumpur, and Perak. A pilot study will then be conducted on 30 sets of data for it.

Table 3.3: *Number of respondents* 

Universities category	Percentage	Number of respondents
Public university	$\frac{479,059}{815,133} \times 100 = 58.77\%$	$0.5877 \times 400 = 235$
Private university	$\frac{336,074}{815,133} \times 100 = 41.23\%$	$0.4123 \times 400 = 165$
Total	100%	400

Note. Developed from the research

#### 3.4 Research instrument

#### 3.4.1 Questionnaire survey

This study adopted a questionnaire instrument. The self-administered questionnaire was designed in 2 language versions: English and Malay. This method allows for reaching a large number of respondents promptly and makes it easier to analyse the data. The questionnaire was distributed to Malaysian undergraduate students at both public and private institutions.

#### 3.4.2 Pilot Test

A pilot study is a small-scale preliminary investigation before the entire study (Teresi et al., 2021). It examined the study and the questionnaire's reliability, validity, and accuracy. From that, it can refine the research methods and identify the flaws and limitations of the study that enable the necessary adjustments before the entire study. This is essential to maximise the quality and efficiency of the study. In this research, 30 sets of questionnaires were distributed to the target respondents. The completion questionnaire of pilot study had taken 3 days to complete. Statistical Package then tested all the collected data for the Social Sciences (SPSS) software. The reliability test result is shown in Cronbach's coefficient alpha for each variable.

Table 3.4

Result of Pilot Test

Types of Variables	Variables	Number of items	Cronbach's Alpha (α)	Reliability
Independent Variable (IV)	Personality Traits	15	0.873	Very Good Reliability
Independent Variable (IV)	Creativity	15	0.834	Very Good Reliability
Independent Variable (IV)	Information Quality	15	0.902	Very Good Reliability
Dependant Variable (DV)	Support for AI Utilisation	9	0.903	Very Good Reliability

Note. Developed from research

As shown in Table 3.4, the pilot test results suggested that both independent variables and dependent variables had excellent reliability. All Cronbach's alpha of the variables are within the range of 0.80 to 0.95 which are 0.873, 0.834, 0.902, and 0.903, respectively. Hence, the questionnaire for the pilot study will be carried out for the entire study.

## 3.4.3 Questionnaire design

The questionnaire was designed using a fixed-alternative question in which the suggested answer was provided for the respondent to select one that matches their viewpoint. This enables the respondent to make a quick response and save time when answering the question.

There are a total of 57 questions (excluded screening questions) in the questionnaire, which is designed into five sections: A, B, C, D, and E. Section A has 7 questions that are under the demographic profile. Sections B, C, and D each contain a total of 15 questions that relate to the independent variables (personality traits, creativity, and information quality). Moreover, section E was the dependent variable

supporting AI utilisation that contained 9 questions. Multiple-choice questions (MCQ) are applied in section A, whereas five-point Likert scales are used in sections B to E.

## 3.5 Construct Measurement

## 3.5.1 Origins and Constructs Measurements

The questionnaire of the study is adapted from the four previous research. It classified the variables into four sections: B, C, D, and E. The source model of construct measurement for each variable is clearly shown in table 3.5.

Table 3.5

Source Model of Construct Measurement

Variable	Dimension	Question	Source used
Personality Traits	Openness	I focus on new ideas and solutions.	(Muhammad Musa & Gashayie, 2021)
(Independent variable)		I do not enjoy changes.	, ,
		I dislike abstract concepts.	
	Conscientiousness	I am goal-oriented in my study.	
		I need someone to monitor me in my study.	
		I am anxious when I am distracted.	
	Extraversion	When a task is given, I do it with urgency.	
		I blame others when things go wrong.	
		I accept positively valid criticisms and suggestions on my performance.	
	Agreeableness	I easily establish rapport with my coursemates.	
		I feel sad and tense under pressure.	
		I have little interest in my study problems.	
	Neuroticism	I enjoy competitiveness.	
		I am not afraid to exert pressure to influence others.	
		I am emotionally stable and deal well with stress.	
Creativity	Intellectual Fluency	I can suggest quick solutions when facing problems in a study.	(Mohammed Yousif Abo Keir et al., 2020)

		T	
(Independent variable)		I can present more than an idea within a short period.	
		I can produce the largest possible number of single meanings to denote a certain idea.	
		I can think quickly about different circumstances in my study.	
		I can express my thoughts fluently and put them into meaningful words that fit a specific situation.	
	Originality	I avoid repeating methods in my study.	
		Repetition of the procedures followed in the learning process makes me bored.	
		I strive to produce new ideas in my study.	
		I do the assignment in a sophisticated style.	
		I can debate, hold arguments, and persuade in my study.	
	Flexibility	I do not hesitate to change my position when I am convinced that it is not correct.	
		I make sure to make changes in study methods every period.	
		I can see things from different angles.	
		I can present new ideas to study spontaneously and easily.	
		I make sure to know the opposite opinion to take advantage of it in my study.	

Information Quality	Accuracy	The information generated by AI is correct and error-free.	(Naeem et al., 2022)
(Independent variable)		The information generated by AI is free of bias.	
		The information I get from AI is reliable.	
		The information that I get from AI to the beneficiaries is the result of data on which microprocessors have been performed.	
	Timeliness	I get the required information from AI as fast as I need it.	
		The information I need is easily accessible through AI.	
		AI helps me get information directly without much effort.	
		I always get the information from AI that I need from my study in time.	
	Relevancy	The information I get from AI is very relevant to my studies at the university.  I constantly get information from AI that fits what I'm trying to achieve in university.	
		I feel that the AI-generated information I pass on to my coursemates or beneficiaries is always appropriate for them.	
	Completeness	The information I get from AI is comprehensive and adequate for my study.  I feel like the information I get from AI	
		covers all areas of my study at the university.  AI provides me with all the information I need for the study.	

		I think the information from AI meets all the needs of its beneficiaries.	
Support for AI Utilization	Mindsets	I am now more interested in what I am learning.	(Lane et al., 2019)
(Dependent variable)		I have a clearer sense of purpose for my learning.	
		I am more likely to persevere with the challenging parts of my learning.	
	Self-management	I have a clearer understanding of my goals.	
		I am better able to prioritise tasks.	
		I am better able to manage my time.	
	Academic capabilities	I feel more confident in my knowledge of the academic content.	
		I feel more confident in applying the skills I have learned.	
		I feel more confident in completing my assessment items.	

Note. Developed for the research

#### 3.5.2 Scale of Measurement

The scales of measurement are the values allocated to the variables in a data collection. It also helps to define and classify variables. The selection of measurement scales depends on the nature of the data being collected. The scales can be classified into four types: nominal, ordinal, ratio, and interval (Prasad, n.d.). In this study, the questionnaire was designed using the nominal, ordinal, and interval scales.

#### 3.5.2.1 Nominal Scale

The nominal scale categorised qualitative values according to their attributes, without any specific order (Allanson & Notar, 2020). In other words, it is used to label items without any quantitative value. To illustrate, this scale was used in section A of the question, which recognises respondents' gender.

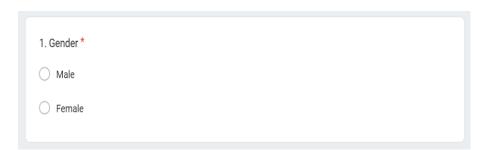


Figure 3.1. Nominal Scale Example.

#### 3.5.2.2 Ordinal Scale

An ordinal scale is where data are categorised and ranked according to a particular characteristic or attribute (Allanson & Notar, 2020). To illustrate, this scale was used in a section A question to recognise respondents' age.

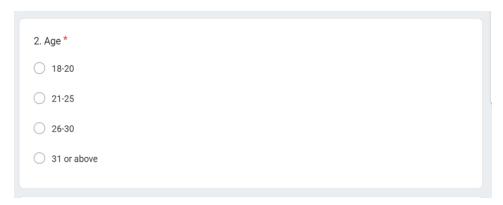


Figure 3.2. Ordinal Scale Example.

#### 3.5.2.3 Interval Scale

The interval scale has equal intervals between values and categories in a meaningful order (Alhassan et al., 2022). It is known as both a metric and a Likert scale. The Likert scale is a five-point scale with five categories, from strongly disagreeing to agreeing strongly. In this study, most of the questions from the questionnaire adopted this scale, which includes sections B, C, D, and E. The respondents are required to select an answer for each question according to their learning preferences and thoughts.

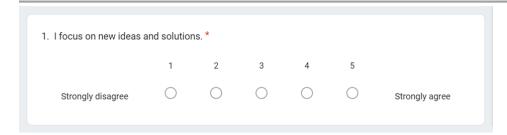


Figure 3.3. Interval Scale Example.

## 3.6 Data Processing

#### 3.6.1 Data Checking

Data checking is the first step of data processing and also a critical process to ensure the data collected from the questionnaire is accurate and correct. Checking is necessary to ensure that the completed questionnaires indicate the complete response to each question without repeating the same answer to different questions. Pilot testing allows detecting errors and problems. Once the results of the pilot study are not reliable, making amendments to the questionnaire is necessary. Hence, we are assured that the outcomes will be reliable and that the data will be accurate.

## 3.6.2 Data Editing

Data editing is the second step of data processing in these studies. It refers to the process of review and adjustment of the data collected, which includes illogical responses, illegal codes, omissions, and inconsistent responses (Bougie & Sekaran, 2019). Once we find any errors in a questionnaire, the editing process enables us to modify the problem data to maintain consistency and reliability.

## 3.6.3 Data Coding

Data coding involves assigning numbers to each response option for each question. The numbers collected allow us to quickly enter data into the database through any software programme such as SPSS.

Table 3.7:

Coding and Labels for Screening Questions

Question No.	Label	Code
1.	Undergraduate programme	1 = Yes 2 = No
2.	AI-based tools	1 = Yes 2 = No

Note. Developed for the research.

QuestionNo.	Label	Code
1.	Gender	1 = Male 2 = Female
2.	Age	1 = 18-20 2 = 21-25 3 = 26-30 4 = 31 and above
3.	Ethnic group	1 = Chinese 2 = Malay 3 = India 4 = Others

Note. Developed for the research.

Table 3.9:

Coding and Labels for Personality traits, Creativity, Information Quality, and Support for AI utilisation (Section B, C, D, E)

Question No.	Label	Code
45 Questions	3 Independent Variables:  Section B: Personality traits Section C: Creativity Section D: Information Quality	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree
9 Questions	1 Dependant Variable: Section E: Support for AI Utilisation	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Note. Developed for the research.

## 3.6.4 Data Transcribing

Data transcribing is the last step in data processing. It is a process that transcribes the coded data carefully into SPSS software for data analysis after data is checked, editing, and coding.

## 3.7 Data Analysis

In this study, we only utilised SPSS version 29.0 software to analyse the gathered data. In the pilot study, 30 sets of questionnaires were sent to respondents, and the results collected were used for data analysis. Data analysis refers to converting the data into information.

#### 3.7.1 Descriptive analysis

Descriptive analysis summarises data by describing the relationship between dependent and independent variables in a sample or population (Kaur et al., 2019). It consists of frequency distribution and percentage distribution. This study will analyse all demographic profile questions from Section A. There are 3 questions under the demographics profile, followed by the sequence: gender, age, and ethnic group. There are 2 nominal scale questions, gender and ethnic group questions, as the options are allocated for qualitative criteria based on their characteristics without ranking. Another question (Age) disputes the ordinal scale due to displays of the ranking scale. As a result, we used frequency distribution to draw the pie chart in this research because all demographic questions were on nominal and ordinal scales.

#### 3.7.2 Reliability analysis

Cronbach's alpha ( $\alpha$ ) is a dependability coefficient that assesses how healthy aspects of the relationship are positively related. Cronbach's alpha is determined as the average intercorrelation among the dependent variables (support for AI utilisation) and independent variables (personality traits, creativity, and information quality). When Cronbach's Alpha value is closer to 1, it will lead to higher internal consistency reliability (Bougie & Sekaran, 2019).

## 3.7.3 Inferential analysis

According to CueMath (2023), inferential analysis is a field of statistics that uses analytical tools to test whether the independent variable (personality traits, creativity, and information quality) positively affect the dependent variable (support for AI utilisation). It consists of an independent-sample T-test, One-Way ANOVA, Chi-square test, Pearson Correlation Coefficient, and Multiple Regression Analysis.

In this study, we decided to use Multiple Regression Analysis to test our research hypotheses since three independent variables (personality traits, creativity, and information quality) explain the variance in the dependent variable (support for AI utilisation). Additionally, we will utilise the Pearson Correlation Coefficient to further validate the correlation between certain predictors and the dependent variable. This will help us determine whether a strong linear relationship exists between them.

## 3.8 Chapter Summary

Finally, we selected causal and quantitative research for our study. We conducted our data collection exercise using a set of questions (questionnaire) administered to the randomly selected population for our study. The scale of measurement used for each factor in our questionnaire, how the data collection was done, and information on the data that will be used for data analysis were also mentioned. Moreover, SPSS achieves reliability while doing data analysis to finalise that step. Finally, we discussed and summarised our descriptive, reliability, and inferential analysis.

## **CHAPTER 4: Research Results**

## 4.0 Introduction

This chapter will cover an analysis of the questionnaire results collected from 400 undergraduate students. SPSS Statistics software will apply to further analyse and compile the total study findings. The chapter will structured into four sections, which begin with an introduction, followed by a demographic analysis, an inferential analysis, and conclude by a chapter summary.

## 4.1 Descriptive Analysis

## 4.1.1 Summary of Respondents Demographic Profile

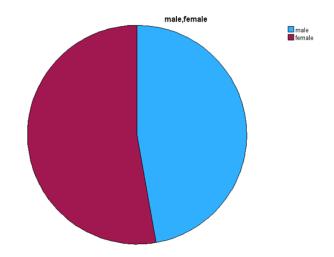


Figure 4.1. Gender of Respondents.

Table 4.1:

Gender					
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	Male	190	47.5	47.5	47.5
	Female	210	52.5	52.5	100
	Total	400	100	100	

Gender of respondents

Note. Developed for the research

Based on Table 4.1, 190 (47.5%) male, and 210 (52.5%) female respondents participated in this research. The data shows a slightly higher female student portion but still considered fair-balanced gender representation.

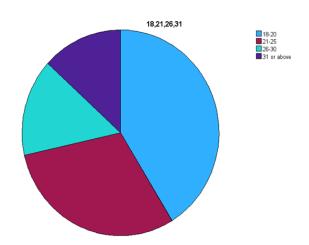


Figure 4.2. Age of Respondents.

Table 4.2:

Age

Age	Age						
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)		
Valid	18-20	165	41.3	41.3	41.3		
	21-25	121	30.3	30.3	71.6		
	26-30	61	15.2	15.2	86.8		
	31 or above	53	13.2	13.2	100		
	Total	400	100	100			

Note. Developed for the research

Among the respondents, most of them which is 165 (41.4%) are aged between 18 and 20. Besides, 121 (30.3%) come from the age group 21-25, followed by the age group 26-30 with 61 (15.2%) respondents. The remaining 53 respondents are aged 31 or above, representing 13.2% only of the research. It highlights the majority of undergraduate students still in the younger age range, which is still in their late teens or early twenties.

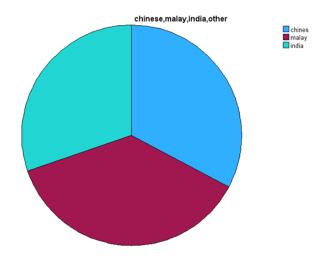


Figure 4.3. Ethnic of respondent.

#### Table 4.3:

#### Ethnic

Ethnic gr	Ethnic group						
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)		
Valid	Chinese	131	32.8	32.8	32.8		
	Malay	148	37	37	69.8		
	India	121	30.3	30.3	100		
	Others	0	0	0	100		
	Total	400	100	100			

Note. developed for the research.

Table 4.3 shows that Malaysia's three major ethnic groups participated in this study. Among the respondents, Malay is the largest group, comprising 148 (37%).

Following that, Chinese respondents makeup 131 (32.8%), and Indian respondents with 121 (30.3%). Additionally, no responses are from the "other" category.

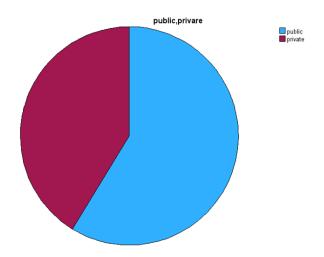


Figure 4.4. Type of university of respondents.

Table 4.4:

Type of university

Type of university						
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)	
Valid	Public	235	58.8	58.8	58.8	
	Private	165	41.3	41.3	100	
	Total	400	100	100		

Note. developed for the research.

Based on Table 4.4, 235 (58.8%) out of 400 respondents studying at public universities in Malaysia. On the other hand, the remaining 165 (41.3%) of students enrolled in Malaysia's private universities.

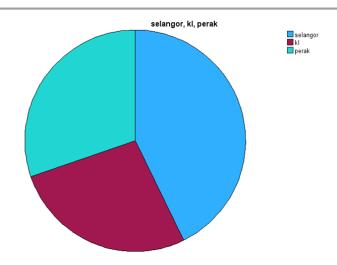


Figure 4.5. University location of respondents.

Table 4.5: *University location of respondents* 

University location						
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)	
Valid	Selangor	171	42.8	42.8	42.8	
	Kuala Lumpur	107	26.8	26.8	69.6	
	Perak	122	30.5	30.5	100	
	Total	400	100	100		

Note. Developed for the research.

Among the three states, Selangor is the most represented state with 171 (42.8%) respondents. This is followed by 122 respondents (30.5%) from universities in Perak, and 107 respondents (26.8%) from universities in Kuala Lumpur.

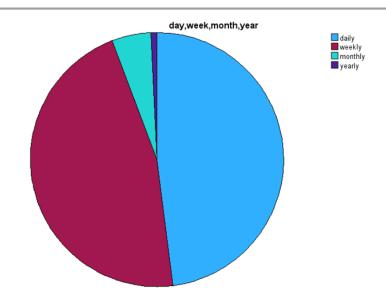


Figure 4.6. Frequency of use AI of Respondents

Table 4.6: Frequency of use AI

Frequen	Frequency of use AI						
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)		
Valid	Daily	192	48	48	48		
	Weekly	185	46.3	46.3	94.3		
	Monthly	20	5	5	99.3		
	Yearly	3	0.7	0.7	100		
	Total	400	100	100			

Note. Developed for the research.

Table 4.6 shows the preference of undergraduate students for regular interaction with AI tools. 192 (48%) of respondents stated they use AI daily, indicating a high level of integration into their daily routine. Next, 185 students (46.3%) use AI weekly, suggesting regular but less frequent engagement. A minority of respondents, 20%, use it monthly whereas only 3 (0.7%) use the tools about once per year. The

result highlights the growing dependence on AI technology among undergraduate studies.

#### 4.1.2 Central tendencies measurement of constructs

Table 4.7:

Central tendencies measurement of constructs

Variable	Sample size, N	Mean	Standard deviation
TraitsAVE	400	3.9952	0.31006
CreativityAVE	400	4.4715	0.29534
QualityAVE	400	4.4977	0.27734
UtilizationAVE	400	4.4953	0.25776

Note.

Developed for the research.

Table 4.7 demonstrates the mean and standard deviation for the variables. In terms of mean, QualityAVE has the highest score at 4.4977, followed by UtilizationAVE at 4.4953 and CreativityAVE at 4.4715. All these mean values are above 4.4, reflecting that respondents perceive these aspects very positively. On the other hand, TraitsAVE has the lowest mean score at 3.9952, suggesting a generally positive assessment but slightly less favourable compared to the other variables.

Moving on, the standard deviations for UtilizationAVE, QualityAVE, and CreativityAVE are 0.25776, 0.27734, and 0.29534 respectively. These relatively low standard deviations suggested that respondents rate these variables quite consistently, who have similar views and perceptions. In contrast, TraitsAVE has a standard deviation of 0.31006, which is not unduly high compared to the other but is still considered a moderate level of variability in the ratings. Since there are

diverse opinions or experiences for TraitsAVE, the variation in how different respondents perceive TraitsAVE is greater. Therefore, it is not as universally well-regarded or consistent in quality as the other variables.

## 4.2 Inferential Analysis

Multiple regression analysis is applied to examine the effects of the independent variables (personality traits, creativity, information quality) on the dependent variable (support for AI Utilisation).

## **4.2.1 Multiple Regression Analysis**

Table 4.8:

#### Model Summary<sup>b</sup>

Model	Iodel R R Square		Adjusted R Square	Std. Error of the Estimate			
1	0.715 <sup>a</sup>	0.511	0.507	0.18089			
a. Predictors: (Constant), Information, Personal traits, Creativity							
b. Dependent Variable: Support							

Note. Developed for the research.

#### R-Value

The level of correlation between the dependent variable and the independent variables is represented by the R-value. The R value is the correlation coefficient between the dependent variable and the independent variable taken together. Based on the table 4.8, the value of correlation coefficient (R value) for this study is 0.715<sup>a</sup>. According to the strength of the Pearson Correlation coefficient, the value of 0.715a falls under the coefficient range of +0.71 to +0.90. Thus, there is a positive and high correlation between dependent variables (support for AI utilisation) and independent variables (personality traits, creativity, and information quality).

#### R square

The R square indicates the extent or percentage the independent variables can explain the variations in the dependent variable. Based on table 4.8, independent variables (personality traits, creativity and information quality) can explain 51.1% of the variations in dependent variables (support for AI utilisation) in this study. However, it still leaves 48.9% (100%-51.1%) unexplained in this study. On the other hand, there are other additional variables that are important in explaining Support for AI Utilisation that have not been considered in this study.

Table 4.9: *ANOVA*<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.552	3	4.517	138.049	<.001 <sup>b</sup>
	Residual	12.958	396	.033		
	Total	26.510	399			
a Danandant Var	iabla: Support					

a. Dependent Variable: Support

b. Predictors: (Constant), Information, Personal Traits, Creativity

Note. Developed for the research.

# H1: There is a positive effect of independent variables (personality traits, creativity, and information quality) on Support for AI Utilisation among undergraduate students.

Based on the table 4.9 (ANOVA), the p-value (< 0.001) is less than alpha value 0.05 indicating that F-statistic is significant. The model for this study is a good descriptor of the relation between the dependent and predictor variables. Therefore, the independent variables (personality traits, creativity and information quality) are significant to explain the variance in support for AI utilisation. Therefore, we reject the null hypothesis and agree to support the alternate hypothesis in our study.

Table 4.10:

Model		Unstandardized		Standardised	t	Sig.	
		Coefficients		Coefficients			
		В	Std. Error	Beta			
1	(Constant)	1.418	.156		9.071	<.001	
	Personality traits	091	.040	109	-2.247	.025	
	Creativity	.412	.048	.472	8.668	<.001	
	Information quality	.355	.046	.382	7.701	<.001	
a. Dependent Variable: support for AI utilisation							

Coefficients

Note. Developed for the research.

## H1: There is a positive effect on personality traits to support AI utilisation among undergraduate students.

In this study, the predictor variable (personality traits) significantly influence the dependent variable (support for AI utilisation). Due to the personality traits p-value (0.025) which indicates less than the alpha 0.05. Refer to the table 4.10, the beta value for personality traits was shown negative value (-0.109) possibly meaning that there are negative effects on personality traits to support AI utilisation. Therefore, we applied the Pearson Correlation analysis as shown in table 4.11 to further validate the correlation between personality traits and the support for AI utilisation. Since the result showed positive values (0.430), we conclude that the predictor variable (personality traits) positively significantly influences the dependent variable (support for AI utilisation).

Table 4.11:

Pearson Correlation Analysis

		Personality traits	Support for AI Utilisation			
Personality traits	Pearson Correlation	1	.430**			
	Sig. (1–tailed)		<.001			
	N	400	400			
Support for AI Utilisation	Pearson Correlation	.430	1			
	Sig. (1–tailed)	<.001				
	N	400	400			
**. Correlation is	**. Correlation is significant at the 0.01 level (1-tailed).					

Note. Developed for the research.

## H2: There is a positive effect on creativity to support AI utilisation among undergraduate students.

In this study, the predictor variable (creativity) significantly influences the dependent variable (support for AI utilisation). Because of the personality traits p-value (0.001) which indicates less than the alpha 0.05.

## H3: There is a positive effect on information quality to support AI utilisation among undergraduate students.

In this study, the predictor variable (information quality) significantly influences the dependent variable (support for AI utilisation). Because of the personality traits p-value (0.001) which indicates less than the alpha 0.05.

#### Regression equation

 $y = a + b_1(x_1) + b_2(x_2) + b_3(x_3)$ 

 $x_1$  = Independent variable 1 (Personality traits)

 $x_2$  = Independent variable 2 (Creativity)

 $x_3$  = Independent variable 3 (Information Quality)

Support for AI Utilisation = 1.418 + (-)0.091(Personality traits) + 0.412 (Creativity) + 0.355 (Information Quality)

#### **Higher contribution**

Based on the table 4.10, creativity is the predictor variables that contributed the highest to the variation of the dependent variable (support for AI utilisation) because Beta value (under standardised coefficients) for this predictor variable is the largest 0.472 if compare to other predictor variables personality traits and information quality. This means that creativity makes the strongest unique contribution to explain the variation in dependent variables (support for AI utilisation).

#### Second highest contribution

The table also indicates that information quality is the predictor variables that contributed the second highest to the variation of the dependent variable (support for AI utilisation) because Beta value (under standardised coefficients) for this predictor variable is the second largest 0.382 if compare to other predictor variables (personality traits and creativity). This means that information quality makes the second strongest unique contribution to explain the variation in dependent variable (support for AI utilisation) when the variance explained by all other predictor variables in the model is controlled for.

#### Lower contribution

According to the table 4.10, personality traits is the predictor variables that contributed the lowest to the variation of the dependent variable (support for AI Utilisation) because the Beta value under standardised coefficients for this predictor variable is the smallest (-0.109) if compare to other predictor variables (creativity and information quality). This means that personality traits make the least contribution to explain the variation in dependent variable (support for AI Utilisation) when the variance explained by all other predictor variables in the model.

#### Recommendation

Based on the result of Multiple Regression and Pearson Correlation analysis, three predictor variables (personality traits, creativity, and information quality) are significant to this study as the p-value is less than the alpha value (0.05). Moreover, the universities should prioritise the development of student creativity as it significantly influences undergraduate support for AI utilisation with a Beta value of 0.472. Therefore, we suggest that universities pay more attention to students'

creativity because it has a greater impact on support for AI utilisation compared to

other predictor variables (personality traits and information quality).

4.3 Conclusion

This chapter made numerous references to statistics and research findings. Each

completed review is covered in full in this chapter. The data collected for the

research were summarised and analysed by using the SPSS Statistics to give a

completed picture. The relationship between the dependent variable (support for AI

Utilisation) and the independent variables (personality traits, creativity, and

information quality) was established using Multiple Regression and Pearson

Correlation analysis.

**CHAPTER 5: Implications and Conclusion** 

5.0 Introduction

This chapter aims to summarise the study and the statistical analysis. First, a

discussion of the findings to validate the study hypothesis and objective will be

covered, followed by the implications and limitations of the study. Finally, we will

provide some suggestions for future research.

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# **5.1 Summary of Statistical Analyses**

# **5.1.1 Summary of Descriptive Analysis**

As presented in Chapter 4, the results are illustrated through pie charts. All respondents are enrolled in undergraduate programs. Among 400 respondents, most are female, Malay, aged 18 to 20, from public institutions, and attending institutions in Selangor. The analysis also discovered most students use AI daily, with ChatGPT being the most used tool.

# **5.1.2 Summary of Inferential Analysis**

In the results as presented in Chapter 4, the ANOVA results illustrated that the independent variables (personality traits, creativity and information quality) are significant to explain the variance in support for AI utilisation. Moreover, the p-value for the three predictor variables is less than the alpha value (0.05) indicates that there are positive significant predictors of the dependent variable in our study.

# **5.2 Discussion of Major Findings**

# 5.2.1 Personality traits and support for AI utilisation

H1: There is a positive effect on personality traits to support AI utilisation among undergraduate students.

Chapter 4's result demonstrated the P-value (0.025) is lesser than the alpha value (0.05), which indicates a positive effect on personality traits to support AI utilisation among undergraduate students, so we accept the alternative hypothesis (H1).

This finding is supported by Bergdahl et al. (2023), who found personality traits may predict attitudes toward various phenomena, including technology. The relationship between personality traits and attitudes towards AI has been examined in some previous research. A study showed that introverts tend to have more positive attitudes toward AI, and another research further concluded that extraversion has more negative emotions toward AI. Furthermore, neurotic people have more negative attitudes toward AI. In addition, agreeableness is a statistically significant predictor of positive attitudes toward AI (Stein et al., 2024). Thus, we conclude that the impact of personality traits on support for AI utilisation is positive.

# 5.2.2 Creativity and support for AI utilisation

H2: There is a positive effect on creativity to support AI utilisation among undergraduate students.

Chapter 4's result shows that creativity significantly influences the support for AI utilisation among undergraduate students. The alternate hypothesis (H2) has been accepted because of the p-value (0.001) less than the alpha value (0.05). This result proved that creativity is positive and significantly affects support for AI utilisation.

This results findings supported by Li et al., (2022) revealed that knowledge and understanding (KU), attitudes and values (AV), activity, behaviour, and progression (ABP), and satisfaction, motivation, and creativity (EIC) from Generic Learning Outcomes (GLOs) have an advantageous impact on technology acceptance and use (AU). The study stated that creative students are more likely to engage with AI. Thus, we conclude that the effect of creativity on support for AI utilisation is positive.

# 5.2.3 Information quality and support for AI utilisation

# H3: There is a positive effect on information quality to support AI utilisation among undergraduate students.

Furthermore, Chapter 4 findings discovered that information quality significantly influences the support for AI utilisation among undergraduate students. The alternative hypothesis (H2) has been accepted due to the P-value (0.001) less than the alpha value (0.05).

This result aligned with Duong et al. (2024), who asserted that both information quality and service quality directly affect higher education students' trust in ChatGPT, satisfaction, and continuance usage intention. A significant incongruity between information and service quality would diminish trust in ChatGPT, satisfaction, and the intention to continue using the service. In other words, students are less likely to continually use the system when both qualities are low but more motivated to continue usage when both dimensions are high.

# **5.3** Implications of the Study

# **Educational Implications**

AI is increasingly being used in education to improve learning outcomes through intelligent tutoring systems, personalised learning and automated assessment tools. The combination of AI and education is transforming pedagogy and academic management, making education more accessible and personalised (Chiu et al., 2023). In our study, personality traits, creativity, and information quality were found to positively significantly affect the support for AI utilisation. The study will have numerous implications for the educators, academic institutions, students, AI developers, corporations, and others.

According to Tiwari et al. (2023), this study highlighted several significant implications for global communities, corporations, and academia. It suggested that integrating AI tools like ChatGPT into educational settings can enhance accessibility, literacy, and awareness by making technology more engaging and credible. ChatGPT's usefulness, social presence, and motivational aspects foster positive supportiveness utilisation among users. As the tools gain popularity, they provide valuable information not only for students but also for professionals across various fields, including marketing, finance, and human resources. Additionally, AI technology can aid academics by facilitating data collection, research, and report writing, thus improving educational experiences and preparing graduates with essential skills for the workforce (Shin, 2021).

In Malaysia's context, we found that the majority of undergraduate students have increasingly supported the use of AI for academic assistance. According to the statistics, we have found that 70.2% of college students regularly, hourly, or daily utilise AI tools for their academic studies, reflecting the growing integration of technology in education (Hou et al., 2024).

The study has significant implications for undergraduate students, as it underscores the growing importance of AI in enhancing their academic experiences. With 70.2% of students regularly using AI tools for their studies, it is clear that these technologies are becoming integral to how students learn and engage with educational content. AI tools, such as intelligent tutoring systems and personalised learning platforms, offer students tailored support, allowing them to learn at their own pace and receive immediate feedback on their performance. This personalised approach not only helps students to better understand complex concepts but also enables them to identify and address their academic weaknesses more effectively (Chiu et al., 2023).

Moreover, the study suggests that students' personality traits, creativity, and the quality of information provided by AI tools significantly influence their support for AI utilisation. This means that students who are open to new experiences, creative in their problem-solving, and provided with high-quality, relevant information are more likely to embrace AI as a valuable resource in their education. Students can use AI effectively in their studies by leveraging its capabilities to enhance their learning experience. This involves utilising AI tools for personalised learning, where the AI adapts to their individual learning styles and paces, providing targeted support and resources. By engaging with AI-driven tutoring systems, students can receive real-time feedback, helping them identify areas for improvement and reinforcing their understanding of complex concepts. Additionally, students can use AI to streamline their study habits, such as automating note-taking, organising study materials, and even generating practice questions tailored to their course content. To maximise the benefits, students should remain proactive in their use of AI, ensuring that they critically evaluate the information provided by these tools and integrate them with traditional study methods to achieve a well-rounded and effective learning approach.

Furthermore, educators play a pivotal role in harnessing the potential of AI to enrich the learning environment. The widespread use of AI among students, with 70.2% of college students regularly utilising AI tools, reflects a significant shift towards

comfort and familiarity with these technologies (Hou et al., 2024). This trend offers educators a unique opportunity to build on students' existing engagement with AI by thoughtfully integrating these tools into the curriculum. By incorporating AI like ChatGPT in ways that complement traditional teaching methods, educators can create a more dynamic and responsive learning environment. For instance, ChatGPT can be used to provide personalised learning experiences, where students receive tailored support based on their individual needs and learning styles. This can lead to more effective learning, as students are guided through content at their own pace, with AI offering timely feedback and resources that address specific challenges they might face (Aithal & Shubhrajyotsna Aithal, 2024).

Moreover, educators can use AI to enhance their instructional strategies by identifying patterns in student performance and adjusting their teaching approaches accordingly. This data-driven approach allows for a more targeted intervention, helping educators to focus on areas where students may need additional support or enrichment. As a result, students not only benefit from a more personalised learning experience but also develop a deeper understanding of the material, leading to improved academic outcomes. In essence, the integration of AI into the curriculum, facilitated by educators, has the potential to transform the educational experience. By leveraging AI's capabilities, educators can provide more individualised instruction, foster a supportive learning environment, and ultimately enhance the overall educational journey for their students (Judijanto et al., 2022). Therefore, AI tools like ChatGPT greatly facilitate education by improving learning outcomes through personalised and automated systems. This integration benefits educators, students, and professionals by increasing accessibility, engagement, and efficiency in learning and work environments.

The study underscores the critical responsibility of AI developers in crafting and refining AI tools to meet the evolving needs of educational environments. AI developers are tasked with ensuring that these technologies deliver high-quality, relevant, and reliable information, which is paramount in fostering trust and reliance among students. By prioritising the accuracy, timeliness, and practical utility of AI-

generated content, developers can significantly enhance the educational value of these tools (Patma et al., 2021).

According to Chen et al. (2020), a key finding from the research emphasises that well-designed AI tools are indispensable for providing the type of precise, actionable feedback that can enrich students' learning experiences. High-quality AI systems not only support students in their academic pursuits but also empower educators to offer more personalised and effective instruction. The implications for AI developers are profound: by focusing on the continuous improvement of these tools, they can play a pivotal role in advancing educational outcomes.

Moreover, as AI becomes increasingly integrated into educational settings, developers must remain attuned to the needs of both educators and students. This involves iterative development processes that incorporate user feedback, adapt to emerging educational trends, and ensure that AI tools are aligned with pedagogical best practices. The ultimate goal for developers should be to create AI technologies that are not only sophisticated and innovative but also seamlessly integrated into the educational experience, thereby supporting and enhancing the teaching and learning process. Therefore, AI developers must play an important role in shaping the future of education through the creation of tools that are accurate, reliable, and beneficial to both students and educators. Their work is central to realising the potential of AI in transforming educational practices and outcomes.

# **5.4** Limitations of the Study

Although this study generated useful insights into what drives undergraduate students' support for AI utilisation, we acknowledged some limitations after conducting this research.

Even though the quantitative methods, so-called close-ended or multiple-choice questions serve as a useful tool for us to collect large amounts of data, it also limits the respondents' ability to elaborate on their answers. This restricts the depth of data collected due to respondents being confined to select from predetermined options rather than offered more detailed responses. Unlike qualitative methods that allow for broader and more open-ended feedback, quantitative methods do not provide the opportunity to capture the full scope of respondents' perspectives and insights (Schmidt et al., 2020). As a result, we might miss out on specific feedback that could offer a richer understanding of their viewpoints.

Moreover, this research is limited to specific geographic areas that are Selangor, Perak, and Kuala Lumpur. This indicates that this study without considering the opinions of students in other regions or states. Hence, the findings may not be representative of the broader student population across different geographic locations. In other words, this study lacks the generalizability that could restrict the study's results extrapolated to other contexts or settings outside the studied areas. Consequently, although the findings provide valuable insights into the three states, they might not fully capture or reflect the diverse experiences of students in other parts

Of Malaysia.

When future research interprets this study's results further, they can consider the identified limitations, and avoid these limitations in their future study.

## 5.5 Recommendations for future research

Aside from pointing out the constraints, we suggest several guidelines for improving the future research on undergraduate students' support for AI utilisation.

First, the questionnaire design can be refined by integrating the qualitative method. Dawadi et al., (2021) mentioned that a mixed method that combines both quantitative and qualitative data collection techniques can be adopted in the survey. By integrating with some open-ended questions, the future researchers can obtain a more detailed perspective on what students are thinking, allowing a better comprehensive understanding of their support for AI use. This approach will also help add in the grey areas often missed by just using quantitative data.

To enhance the generalizability of research findings, they can consider expanding the geographic scope of their study. For instance, they can cover all the 14 states in Malaysia. A broader range of areas will enable a more comprehensive understanding of undergraduate students' attitudes towards AI utilisation. It ensures that each region is adequately represented.

We hope that future studies through incorporating these suggestions, could generalise and extend the results of this research contributions to a relatively more robust understanding of where undergraduate student support for AI utilisation. By implementing these strategies, they manage to improve response rates and produce findings that are more representative of the broader student population. However, these recommendations may not fit all situations, so we suggest them to base on the

circumstances, research topic, and other factors to evaluate whether these identified recommendations are applicable in their study.

# **5.6 Conclusion**

In summary, our study brought deeper insights into the supportiveness of AI utilisation among undergraduate students. The results showed that the three independent variables (personality traits, creativity, and information quality) had significant positive impact on the support of AI utilisation. This study provided different insights to educators in the field as well as future researchers. Other than that, several limitations of this study were also acknowledged, and recommendations for future studies.

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#### **Appendices**

# Appendix 1: Blank copy Questionnaire (English version)

Link: https://forms.gle/hH5xbkg3L3KRNicg7



## Investigating the factors of Undergraduate Student's Support for Artificial Intelligence (AI) Utilization

Dear Respondents

We are final-year undergraduate students who are currently pursuing the Bachelor of Business Administration (Hons) from University Tunku Abdul Rahman (UTAR). We are conducting a research project which is titled "Investigating the factors of Undergraduate Student's Support for Artificial Intelligence (AI) Utilization". This research aims to achieve an in-depth understanding of the factors that affect undergraduate students' support for AI utilization applications.

There are FIVE (5) sections in this survey. Section A is on demographics. Section B, C, D, and E cover all of the variables in this study. Please read the instructions carefully before answering the questions. Please answer ALL sections. Completion of this questionnaire will take you approximately 5 minutes. There will be no risk involved in your participation in this survey.

Your participation in this study is entirely voluntary. There will be no disadvantage if you decide not to complete the attached anonymous questionnaire. You can withdraw at any time without any penalty. You can refuse to answer any questions at any time if you feel uncomfortable.

Your personal particular will remain anonymous and will be treated as strictly confidential.

The data collected is only used for the purpose of this academic research and only apprenated data will be used in this study.

Your assistance in completing the questionnaire is very much appreciated. If you have any questions regarding this questionnaire, you may contact us at huini1026@1utar.my.

If you decide to complete this attached anonymous survey, this will be taken as your voluntary agreement and formal consent to participate in this study. Thank you very much for your cooperation and willingness to participate in this study.

Thank you.

Your Sincerely

Lee Hui Ni (huini1026@1utar.my)

Tan Yen Yee (yyee710@1utar.my)

yee100702@gmail.com Switch account

\* Indicates required question

#### Consent

- By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance with the terms and conditions in the Notice and our relevant policy.
- If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
- 3. You may access and update your personal data by writing to us at huini1026@1utar.my.

Acknowledgment of Notice \*

- I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
- I disagree, my personal data will not be processed.

Next

Clear form

#### Personal Data Protection Notice

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

- Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes: Name, identity card, place of birth, address, education history, employment history, medical history, blood type, race, religion, photo, personal information and associated research data.
- 2. The purposes for which your personal data may be used are inclusive but not limited to:
- a) For assessment of any application to UTAR
- b) For processing any benefits and services
- c) For communication purposes
- d) For advertorial and news
- e) For general administration and record purposes
- f) For enhancing the value of education
- g) For educational and related purposes consequential to UTAR  $\,$
- h) For replying any responds to complaints and enquiries
- i) For the purpose of our corporate governance
- j) For the purposes of conducting research/  $\mbox{\sc collaboration}$
- 3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
- Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.
- 5. UTAR is committed to ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Screening Question	
Please choose one most appropriate answer for each of the following questions:	
* 1. Are you pursuing an undergraduate program (Bachelor's degree)?	
Yes (Please continue)	
No (End of the survey, Thank you)	
* 2. Is the institution you currently study located in any of these 3 states (Selangor,	
Kuala Lumpur, and Perak)?	
Yes (Please continue)	
No (End of the survey, Thank you)	
3. Have you ever used Al-based tools or applications for your study? $\!\!\!\!\!\!\!\!^\star$	
Yes (Please continue)	
No (End of the survey, Thank you)	
Section A: Demographic Profile	
	'
In this section, there are 3 questions required to answer. Please choose one most appropriate answer for each of the following questions:	
1. Gender *	
○ Male	
○ Female	
2. Age *	
O 18-20	
O 21-25	
O 26-30	
31 or above	
3. Ethnic group *	
Chinese	
Malay	
O India	
Others	6. Which AI tools have you currer
	Google Bard Chat GPT
4. What type of university are you studying at: *	Microsoft Office 365 Copilot
O Public university	Bing Chat Other:
Private university	
	7. How frequently do you use Al t
5. The institution you study at is located in: *	O Daily
Selangor	Weekly Monthly
○ Kuala Lumpur	Yearly
O Perak	

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Section B: Independer	nt variab	les - Pe	rsonality	y traits									
Personality traits include Extraversion, Agreeablen				aits of Ope	enness, C	onscientiousness,							
Please read the following disagreement on a 5-poir			fully and	indicate y	our level	of agreement or	4. I am goal-oriented i	n my et	dv *				
trongly Disagree = 1							4. Falli godi-offented i						
Disagree = 2 Neutral = 3 Agree = 4 Strongly Agree = 5							Strongly disagree	1	2	3	4	5	Strongly agree
Based on your learning provided which you agree or disag					er to indic	eate the extent to	5. I need someone to	monitor	me in m	y study. ¹	*		
								1	2	3	4	5	
1. I focus on new idea	as and s	olutions	*				Strongly disagree	0	0	0	0	0	Strongly agree
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strongly agree	6. I am anxious when						
								1	2	3	4	5	
							Strongly disagree	0	0	0	0	0	Strongly agree
2. I do not enjoy chang	ges.*												
	1	2	3	4	5		7. When a task is give	n, I do it	with urg	ency. *			
Strongly disagree	0	0	0	0	0	Strongly agree		1	2	3	4	5	
							Strongly disagree	0	0	0	0	0	Strongly agree
3. I dislike abstract co	ncepts.	k											
	1	2	3	4	5		8. I blame others when						
Once also discourse	0	0	0	0	0	Oterania e e e e		1	2	3	4	5	
Strongly disagree						Strongly agree	Strongly disagree	0	0	0	0	0	Strongly agree
9. I accept positively va	alid critic	cisms ar	ıd sugge	stions o	n my per	formance. *							
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strongly agree							
10. I easily establish ra	apport w	ith my c	oursema	ites. *									
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strongly agree							
11. I feel sad and tens	e under	pressure	e. *										
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strongly agree	14. I am not afraid to e	xert pre	ssure to	influenc	e others	. *	
12. I have little interes	t in my s	tudy pro	blems. *					1	2	3		5	
	1	2	3	4	5		Strongly disagree	0	0	0	0	0	Strongly agree
Strongly disagree	0	0	0	0	0	Strongly agree							
							15. I am emotionally s						
13. I enjoy competitive	ness. *							1	2	3	4	5	
	1	2	3	4	5		Strongly disagree	0	0	0	0	0	Strongly agree
Strongly disagree	$\circ$	0	0	0	0	Strongly agree							

Section C: Independer	nt variab	les - Cre	ativity										
Creativity includes three	dimensio	ns which	are intell	lectual flu	uency, orig	ginality, and	9. I do the assignmen	it in a so	phisticat	ted style	*		
flexibility.								1	2	3	4	5	
Please read the following disagreement on a 5-poir			ully and i	indicate y	our level	of agreement or	Strongly disagree	0	0	0	0	0	Strongly agree
Strongly Disagree = 1 Disagree = 2													
Neutral = 3 Agree = 4							10. I can debate, hold	argume	nts, and	persuad	le in my	study. *	
Strongly Agree = 5								1	2	3	4	5	
Based on your learning po which you agree or disag					er to indic	ate the extent to	Strongly disagree	0	0	0	0	0	Strongly agree
1. I can suggest quick	solution	s when	facing p	roblems	in a stud	ly. *	11. I do not hesitate to	o change	e my pos	sition wh	en I am	convince	ed that it is not
	1	2	3	4	5		Collect.						
Strongly disagree	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	Strongly agree		1	2	3	4	5	
							Strongly disagree	0	0	0	0	0	Strongly agre
2. I can present more							12. I make sure to ma	ake chan	ges in st	tudy met	hods ev	ery perio	d. *
	1	2	3	4	5			1	2	3	4	5	
Strongly disagree	0	0	0	0	0	Strongly agree	Strongly disagree	0	0	0	0	0	Strongly agre
I can produce the la	argest pr	ossible n	number o	of single	meaning	is to denote a *							
certain idea.	an good pr			on give	g	5 10 0011010 0	13. I can see things fro	om diffe	rent ang	les.*			
	1	2	3	4	5			1	2	3	4	5	
Strongly disagree	0	0	0	0	$\circ$	Strongly agree	Strongly disagree	0	0	0	0	0	Strongly agree
4. I can think quickly a	bout diff	ferent cir	rcumsta	nces in n	ny study.	*							
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strongly agree							
5. I can express my th	noughts	fluently a	and put t	them into	meanin	gful words that fit *							
a specific situation.	1	2	3	4	5								
Strongly disagree	0	0		0		Strongly agree							
onongy disagree						Swerigi, agree							
6. I avoid repeating m	ethods i	n my stu	ıdy. *										
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strongly agree							
7. Repetition of the pro	ncedure	s follows	ed in the	learning	process	makes me *							
bored.	- scaure:			.surmiy	process		14. I can present new i						
	1	2	3	4	5			1	2	3	4	5	
Strongly disagree	0	0	0	0	0	Strongly agree	Strongly disagree	0	0	0	0	0	Strongly agree
O Letrius to produce	nous id-	e ie eer	otude *				15. I make sure to know	w the opp	oosite op	oinion to	take ad	vantage	of it in my study
8. I strive to produce	iew idea	is III INY	otuty. *					1	2	3	4	5	
				_	_								
Strongly disagree	1			4		Strongly agree	Strongly disagree	$\circ$	$\circ$	0	0	0	Strongly agree

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Section D: Independe	nt variab	ico - ili	IUIIIIalik	on Quain	ıy								
nformation quality inclusions and the following	g stateme	nts care			-		The information the which microprocessor	rs have t	oeen peri	ormed.			result of data
disagreement on a 5-poi	nt Likert s	icale:						1	2	3	4	5	
strongly Disagree = 1 Disagree = 2 Jeutral = 3 Agree = 4							Strongly disagree	0	0	0	0	0	Strongly
Strongly Agree = 5							5. I get the required i	nformati	on from a	Al as fas	t as I ne	ed it. *	
lased on your learning p which you agree or disag					ber to indi	cate the extent to		1	2	3	4	5	
							Strongly disagree	0	0	0	0	0	Strongly
The information ge	enerated	by Al is	correct	and erro	or-free. *								
	1	2	3	4	5		6. The information I	need is e	asily acc	essible t	hrough.	AI. *	
Strongly disagree	0	0	0	0	0	Strongly agree		1	2	3	4	5	
							Strongly disagree	0	0	$\circ$	0	0	Strongly
2. The information ge	enerated	by Al is	free of	bias. *									
9	1	2	3	4	5		7. Al helps me get inf	ormation	directly	without	much et	ffort. *	
Strongly disagree	0	0	0	0	0	Strongly agree		1	2	3	4	5	
Strongly disagree						Strongly agree	Strongly disagree	0	0	0	0	0	Strongly
3. The information I g	jet from	Al is rel	iable. *				8. I always get the in	formatio	n from A	that I ne	eed fron	n my stud	dy in time. *
										3	4	5	,
	1	2	3	4	5			1					
Strongly disagree	1	2	3	0	5	Strongly agree	Strongly disagree	1	2		0	0	Strongly
Strongly disagree		_	_			Strongly agree	Strongly disagree					0	Strongly a
	0	0	0	0	0		Strongly disagree					0	Strongly
	0	is very	0	0	0		Strongly disagree					0	Strongly
	t from Al	is very	relevant	to my str	udies at ti		Strongly disagree					0	Strongly
9. The information I ge	t from Al	is very	relevant	to my sto	udies at ti	he university. *	Strongly disagree					0	Strongly
9. The information I ge Strongly disagree  10. I constantly get info	t from Al	is very	relevant 3	to my str	udies at th	he university. *  Strongly agree	Strongly disagree					0	Strongly i
9. The information I ge Strongly disagree  10. I constantly get info	t from Al	is very	relevant 3	to my str	udies at th	he university. *  Strongly agree	Strongly disagree					0	Strongly $i$
9. The information I ge	t from Al  1  Ormation	is very	relevant 3	to my str	budies at the state of the stat	he university. *  Strongly agree	Strongly disagree					0	Strongly
9. The information I ge  Strongly disagree  10. I constantly get info	t from Al  1  ormation	is very	relevant 3 C that fits	to my str	udies at the state of the state	he university. *  Strongly agree	Strongly disagree					0	Strongly i
9. The information I ge Strongly disagree  10. I constantly get info university.  Strongly disagree  11. I feel that the Al-ge	t from AI	is very	That fits  3  O  Union I passion I p	to my stri	budies at tiles of trying to	he university. *  Strongly agree  achieve in *  Strongly agree	Strongly disagree					0	Strongly a
9. The information I ge Strongly disagree  10. I constantly get info university.  Strongly disagree  11. I feel that the Al-ge	t from AI	is very	That fits  3  O  Union I passion I p	to my stri	budies at tiles of trying to	he university. *  Strongly agree  achieve in *  Strongly agree	Strongly disagree					0	Strongly a
9. The information I ge Strongly disagree  10. I constantly get info university.  Strongly disagree  11. I feel that the Al-ge	t t from AI  primation  nerated in appropri	is very to 2  from All 2	a that fits a sion I passhem.	to my sti  4  what I'm  4  4	udies at til	he university. *  Strongly agree  achieve in *  Strongly agree	Strongly disagree					0	Strongly
9. The information I ge Strongly disagree 10. I constantly get info university. Strongly disagree 11. I feel that the Al-ge- peneficiaries is always	t from AI	c is very 2 2 c c c c c c c c c c c c c c c c c	that fits  that fits  in that fits  3	to my sti  4  what I'm  4  4	5  n trying to  5	he university. *  Strongly agree  achieve in *  Strongly agree	Strongly disagree  14. Al provides me with.	0	0	0	0		Strongly &
9. The information I ge  Strongly disagree  10. I constantly get info university.  Strongly disagree  11. I feel that the Al-ge- beneficiaries is always  Strongly disagree	t from AI  1  O  Dormation  1  Appropri	is very!  2  from Al  2  informate for the second s	that fits  that fits  mprehen	what I'm  4  4  4  4  4  5  4  5  4  6  6  6  6  7  8  8  8  8  8  8  8  8  8  8  8  8	sat till 5	he university. *  Strongly agree  achieve in *  Strongly agree  emates or *		O all the in	O	O In I need	0		Strongly
Strongly disagree  10. I constantly get infouniversity.  Strongly disagree  11. I feel that the Al-gebeneficiaries is always  Strongly disagree	t from Al  1  O  ormation  1  o  nerated is appropri	is very 2 2 from Al 2 2 Al is cor 2	that fits  ition I pas itiem.  mprehen 3	what I'm  what I'm  sis on to r  4	udies at ti	he university. *  Strongly agree  achieve in *  Strongly agree  emates or *  Strongly agree		all the in	oformatio 2	n I need	for the	study. *	
9. The information I ge Strongly disagree  10. I constantly get info university.  Strongly disagree  11. I feel that the Al-ge beneficiaries is always Strongly disagree	t from AI  1  O  Dormation  1  Appropri	is very!  2  from Al  2  informate for the second s	that fits  ition I pas itiem.  mprehen 3	what I'm  4  sis on to r  4	sat till 5	he university. *  Strongly agree  achieve in *  Strongly agree  emates or *	14. Al provides me with	all the in	oformatio 2	n I need	for the	study.*	Strongly i
9. The information I ge Strongly disagree  10. I constantly get info university.  Strongly disagree  11. I feel that the Al-ge beneficiaries is always  Strongly disagree  12. The information I g	t from Al  1  Onerated is appropri	is very 2 2 from AI 2 2 AI is corr 2	that fits  ion I pas hem.  mprehen  mprehen  mprehen	what I'm  what I'm  so on to r  4	udies at the state of the state	he university. *  Strongly agree  achieve in *  Strongly agree  emates or *  Strongly agree	14. Al provides me with	all the in 1	formatio 2	n I need	for the	study. * 5	Strongly agr
9. The information I ge Strongly disagree  10. I constantly get info university.  Strongly disagree  11. I feel that the Al-ge beneficiaries is always  Strongly disagree  12. The information I g  Strongly disagree	t from Al  1  Onerated is appropri	is very 2 2 from AI 2 2 AI is corr 2	that fits  ion I pas hem.  mprehen  mprehen  mprehen	what I'm  what I'm  so on to r  4	udies at the state of the state	he university. *  Strongly agree  achieve in *  Strongly agree  emates or *  Strongly agree	14. Al provides me with. Strongly disagree	all the int	formatio 2	n I need 3	for the	study. * 5	Strongly ag
9. The information I ge  Strongly disagree  10. I constantly get info university.  Strongly disagree  11. I feel that the Al-ge beneficiaries is always  Strongly disagree	t from Al  1  Onerated is appropri	is very 2 2 from Al 2 3 Al is corr 2 4	that fits  ion I pas hem.  mprehen  mprehen  mprehen	what I'm  what I'm  so on to r  4	udies at the state of the state	he university. *  Strongly agree  achieve in *  Strongly agree  emates or *  Strongly agree	14. Al provides me with: Strongly disagree	all the in 1	offormation 2	n I need 3	for the 4	study. *	Strongly ag

Section E: Dependent	variable	s - Supp	ort for A	l utiliza	tion								
Support for AI utilization academic capabilities.	includes	3 dimens	ions which	ch are mi	indsets, se	elf management, and							
Please read the following disagreement on a 5-point			ully and i	ndicate y	our level o	of agreement or							
Strongly Disagree = 1	it Eliter t	cuic.											
Disagree = 2 Neutral = 3 Agree = 4													
trongly Agree = 5													
Based on your learning pr which you agree or disag					er to indica	ate the extent to							
1. I am now more inter	rested in	ı what I a	am learni	ng. *									
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strong agree							
2. I have a clearer sens					-								
	_	2		4									
Strongly disagree						Strong agree							
3. I am more likely to p	ersever	e with th	e challer	nging pa	rts of my	learning. *							
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strong agree							
4. I have a clearer unde	erstandir	ng of my	goals.*										
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strong agree							
<b>.</b>													
5. I am better able to p	rioritize 1		3	4	5								
Strongly disagree	0	0				Strong agree							
6. I am better able to n	nanage r	ny time.	*										
	1	2	3	4	5								
Strongly disagree	0	0	0	0	0	Strong agree							
7. I feel more confident						.*							
Strongly disagree	1	2	3			Strong agree							
Salarigi, disagree						- world addec	9. I feel more confident	9. I feel more confident in com	9. I feel more confident in completing m	9.1 feel more confident in completing my asses:	9. I feel more confident in completing my assessment it	9. I feel more confident in completing my assessment items. *	9. I feel more confident in completing my assessment items. *
8. I feel more confiden	t in apply	ying the	skills I ha	ve learn	ed. *			1	1 2	1 2 3	1 2 3 4	1 2 3 4 5	1 2 3 4 5
		2					Strongly disagree	Strongly disagree	Strongly disagree O	Strongly disagree O O	Strongly disagree	Strongly disagree	Strongly disagree O O O Strong ag
Strongly disagree	$\circ$	$\circ$	$\circ$	0	$\circ$	Strong agree	A copy of your responses t	A copy of your responses will be e	A copy of your responses will be emailed to	A copy of your responses will be emailed to yee100	A copy of your responses will be emailed to yee100702@gn	A copy of your responses will be emailed to yee100702@gmail.com.	A copy of your responses will be emailed to yee100702@gmail.com.
							Back Submit	Back Submit	Back Submit	Back Submit	Back Submit	Back Submit	Back Submit C

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# **Appendix 2**: Blank copy Questionnaire (Malay version) Link: https://forms.gle/cuZcWBtbBidqQGbw6



#### Menyiasat Faktor Sokongan Pelajar Sarjana Muda untuk Penggunaan Al

Responden vang dihormat

Kami adalah pelajar sarjana muda tahun akhir yang sedang mengikuti pengajian Ijazah Sarjana Muda Pentadbiran Perniagaan (Kepujian) dari Universiti Tunku Abdul Rahman (UTAR). Kami sedang menjalankan projek penyelidikan yang bertajuk "Menyiasat faktor Sokongan Pelajar Sarjana Muda untuk Penggunaan Al". Penyelidikan ini bertujuan untuk mencapai pemahaman yang mendalam tentang faktor-faktor yang mempengaruhi sokongan pelajar prasiswazah untuk aplikasi penggunaan Al.

Terdapat LIMA (5) bahagian dalam tinjauan ini. Bahagian A adalah mengenai demografi Bahagian B, C, D, dan E merangkumi semua pembolehubah dalam kajian ini. Sila baca arahan dengan teliti sebelum menjawab soalan. Sila jawab SEMUA bahagian. Pengisian soal selidik ini akan mengambil masa lebih kurang 5 minit. Tiada risiko terlibat dalam penyertaan anda dalam tinjauan ini.

Penyertaan anda dalam kajian ini adalah secara sukarela. Tidak akan ada kelemahan jika anda memutuskan untuk tidak melengkapkan soal selidik tanpa nama yang dilampirkan. Anda boleh menarik diri pada bila-bila masa tanpa sebarang penalti. Anda boleh menolak untuk menjawab sebarang soalan pada bila-bila masa jika anda berasa tidak selesa.

Butiran peribadi anda akan kekal tanpa nama dan akan dianggap sebagai sulit. Data yang dikumpul hanya digunakan untuk tujuan kajian akademik ini dan hanya data agregat sahaja yang akan digunakan dalam kajian ini.

Bantuan anda dalam melengkapkan soal selidik amat kami hargai. Jika anda mempunyai sebarang pertanyaan mengenai soal selidik ini, anda boleh menghubungi kami di buini 10/6/mi jutar my

Jika anda memutuskan untuk melengkapkan tinjauan tanpa nama yang dilampirkan ini, ini akan dianggap sebagai persetujuan sukarela dan persetujuan rasmi anda untuk mengambil bahagian dalam kajian ini. Kerjasama dan kesudian anda mengambil bahagian dalam kajian ini diucapkan ribuan terima kasih.

Yang ikhlas

Lee Hui Ni (huini1026@1utar.my)

Tan Yen Yee (yyee710@1utar.my)

#### Persetujuan:

- Dengan menyerahkan atau memberikan data peribadi anda kepada UTAR, anda telah bersetuju untuk data peribadi anda digunakan menurut terma dan syarat dalam Notis dan dasar kami yang berkaitan.
- 2. Jika anda tidak bersetuju atau kemudiannya menarik balik persetujuan anda untuk pemprosesan dan pendedahan data peribadi anda, UTAR tidak akan dapat memenuhi kewajipan kami atau menghubungi anda atau untuk membantu anda berkenaan dengan tujuan dan/atau untuk mana-mana yang lain. tujuan yang berkaitan dengan tujuan.
- Anda boleh mengakses dan mengemas kini data peribadi anda dengan menulis kepada kami di huini1026@1utar.my.

#### Pengakuan Notis \*

- Saya telah dimaklumkan dan bahawa saya dengan ini memahami dan bersetuju mengikut notis UTAR di atas.
- Saya tidak bersetuju, data peribadi saya tidak akan diprose

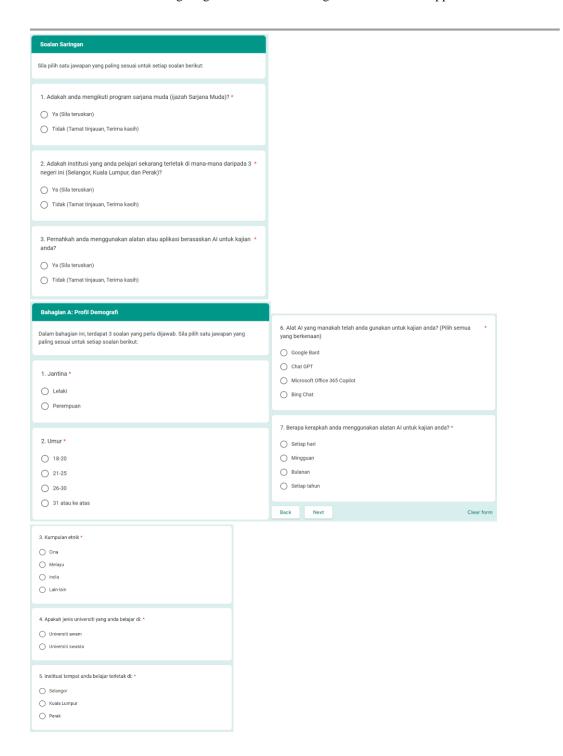
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#### Penyata Perlindungan Data Peribadi

Adalah dimaklumkan bahawa menurut Akta Perlindungan Data Peribadi 2010 ("PDPA") yang berkuat kusasa pada 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") dengan ini terikut untuk membuat notis dan memelukan persetujuan berhubung dengan pengumpulan, rakaman, penggunaan dan penyimpanan maklumat peribadi.

- 1. Data peribadi merujuk kepada sebarang maklumat yang mungkin secara langsung atau tidak langsung mengenal pasti seseorang yang boleh termasuk data peribadi sensitif dan luahan pendagar. Antara lain is alemsusk: Nama, kad pengenalan, tempat laini, alamat, sejarah pendidikan, sejarah pekerjaan, sejarah perubatan, jenis darah, bangsa, agama, foto, maklumat perbiadi dan data penvelidikan vang berkatan.
- 2. Tujuan data peribadi anda boleh digunakan adalah termasuk tetapi tidak terhad kepada
- a) Untuk penilaian sebarang permohonan kepada UTAR
- b) Untuk memproses sebarang faedah dan perkhidmatan
- c) Untuk tujuan komunikasi
- d) Untuk advertorial dan berita
- e) Untuk tujuan pentadbiran am dan rekod
- f) Untuk meningkatkan nilai pendidikan
- g) Untuk tujuan pendidikan dan yang berkaitan dengan UTAR
- h) Untuk menjawab sebarang maklum balas kepada aduan dan pertanyaan
- i) Untuk tujuan tadbir urus korporat kami
- j) Bagi tujuan menjalankan penyelidikan/kerjasama
- 3. Data peribadi anda mungkin dipindahkan dan/atau diadahkan kepada pinak ketiga dan/atau rakan kelasaman UTAR termasuk tetapi diak terhad kepada ejen penyumberan luar masing-masing dan dilantik untuk tujuan memenuhi kewajipan kami kepada anda berkenaan dengan tujuan dan seruia suliyan lain tersebut yang berkatan dengan tujuan dan juga dalam menyediakan perkhidmatan bersepadu, menyelenggara dan menyimpan rekod. Data anda mungkin dikongsi apabila dikehendaki oleh undang-undang dan apabila pendedahan dijerlukan untuk mematuhi undang-undang yang berkenaan.
- Sebarang maklumat peribadi yang disimpan oleh UTAR akan dimusnahkan dan/atau dipadamkan mengikut dasar pengekalan kami yang terpakai untuk kami sekiranya maklumat tersebut tidak diperlukan lagi.
- 5. UTAR komited dalam memastikan kerahsiaan, perlindungan, keselamatan dan ketepatan maklumat peribadi anda disediakan kepada kami dan telah menjadi dasar ketat kami yang berterusan untuk memastikan maklumat peribadi anda adalah tepat, lengkap, tidak mengelirukan dan dikemas kini. UTAR juga akan memastikan bahawa data peribadi anda tidak akan digunakan untuk tujuan politik dan komersial.



Bahagian B: Pemboleh	ubah tid	iak bers	andar -	Ciri per	sonaliti									
Ciri-ciri personaliti terması Ekstraversi, Kesepakatan,				a Besari	aitu Kete	rbukaan, Ketelitian,								
Sila baca kenyataan beriku ketidaksetujuan anda pada				kan taha	p persetu	ujuan atau	Saya berorientasikan	matlan	nat dala	m kajia	n saya.	*		
Sangat Tidak Setuju = 1 Tidak setuju = 2 Neutral = 3 Setuju=4 Sangat Setuju = 5							Sangat tidak setuju	1	2	3	4	5	Sanga	it bersetuju
Berdasarkan pilihan pemb						menunjukkan sejauh	5. Saya memerlukan se	seorang	untuk	meman	tau say	a dalam	ı kajian sa	ıya. *
mana anda bersetuju atau	tidak be	ersetuju o	dengan s	oalan be	rikut.			1	2	3	4	5		
Saya memberi tumpi	uan kep	ada idea	a dan pe	enyelesa	ian bah	aru. *	Sangat tidak setuju	0	0	0	0	0	Sanga	t bersetuju
	1	2	3	4	5		6. Saya cemas apabila	saya ter	ganggu	.*				
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju		1	2	3	4	5		
							Sangat tidak setuju	0	0	0	0	0	Sanga	nt bersetuju
2. Saya tidak menikmat	ti peruba	ahan. *												
	1	2	3	4	5		7. Apabila tugasan dibe						gera. *	
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju	Sangat tidak setuju	1	2	3	4	5	Sanga	ıt bersetuju
3. Saya tidak suka kons	sep abst	trak. *					0.0000 00000000000000000000000000000000					-1-1- *		
	1	2	3	4	5		8. Saya menyalahkan ol	rang lair	1 apabil 2	a beriai	ku masi 4	aian. *		
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju	Sangat tidak setuju		0				Sanga	it bersetuju
prestasi saya. Sangat tidak setuju	1	2	3	4	5	Sangat bersetuju								
10. Saya mudah menjal	inkan hı	ubungai	n baik d	engan r	akan sel	kursus saya.*								
	1	2	3	4	5									
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju								
11. Saya berasa sedih d	lan tega	ing di ba	awah te	kanan. *	,									
				4										
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju								
							14. Saya tidak takut ı	untuk m	nembe	rikan te	ekanan	untuk	memper	garuhi orang lain.
12. Saya kurang bermin						*		1		2	3	4	5	
	1	2	3	4	5		Sangat tidak setuju		) (	0	0	0	$\circ$	Sangat bersetuju
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju								
							15. Saya stabil dari s	egi em	osi dar	n mena	ngani	tekanar	n dengar	baik.*
13. Saya menikmati day	/a saing	l. *						1		2	3	4	5	
Sangat tidak setuju				4		Sangat bersetuju	Sangat tidak setuju		) (	)	0	0	0	Sangat bersetuju
							Back Next							Clear

Bahagian C: Pemboleh	ubah	tidal	k bersa	ndar -	Kreativ	riti			4. Saya boleh	n berfikir d	engan ce	epat ten	tang ke	adaan j	yang b	erbeza dalam kajian *
Kreativiti merangkumi tiga	dimer	nsi ia	itu kela	ncaran	intelek,	keaslian,	dan kelenturan		saya.							
Sila baca kenyataan beriku					an taha	p persetu	ujuan atau				1	2	3	4	5	
ketidaksetujuan anda pada	a skala	a Like	ert 5 ma	ata:					Sangat tide	ak setuju	0	0	0	0	0	Sangat bersetuju
Sangat Tidak Setuju = 1 Tidak setuju = 2 Neutral = 3 Setuju = 4 Sangat Setuju = 5									5. Saya boleh dalam perkat							masukkannya ke * i tertentu.
Berdasarkan pilihan pemb							menunjukkan s	sejauh			1	2	3	4	5	
mana anda bersetuju atau	tidak	berse	etuju de	engan s	oalan be	erikut.			Sangat tida	ak setuju	0	0	0	0	0	Sangat bersetuju
Saya boleh mencada masalah dalam sesuat			nyelesa	aian ya	ng cepa	at apabil	a menghadapi	*	6. Saya meng	nelak men	nulana k	aedah d	ialam k	aiian sa	ava *	
	1		2	3	4	5				,	1	2	3	Δ	5	
Sangat tidak setuju	O	)	0	0	0	0	Sangat bers	etuju		1		0			·	
									Sangat tida	ak setuju	0	0	0		0	Sangat bersetuju
2. Saya boleh mengem	ukaka 1		bih dar 2	ipada i	dea dal	am temp	ooh yang singk	cat. *	7. Pengulang saya bosan.	jan prosed	ur yang	diikuti d	lalam pr	oses p	embela	ajaran membuatkan 🧳
			0								1	2	3	4	5	
Sangat tidak setuju	С	,	0	0	0	0	Sangat bers	etuju	Sangat tida	ak setuju	0	0	0	0	0	Sangat bersetuju
Sangat tidak setuju	1		2	3	4	5	Sangat bers	etuju	Sangat tida	ak setuju	1	2	3	4	5	Sangat bersetuju
9. Saya membuat tugasan	dengai	n gay	a yang (	canggih.	*											
	1	2	3	4	5			13. Sa	ıya boleh melihat	t sesuatu	dari su	ıdut ya	ng ber	oeza. ¹	*	
Sangat tidak setuju (	)			0	0	Sangat	bersetuju			1	2	3	4		5	
10. Saya boleh berdebat, m	engad	akan	hujah, (	dan men	nujuk da	ılam kajiaı	n saya. *	Sa	ngat tidak setuju	0	0	0	С	(	О	Sangat bersetuju
	1	2	3	4	5											
Sangat tidak setuju (	)	0	0	0	0	Sangat	bersetuju	14. Sa muda	iya boleh menyar h	mpaikan	idea ba	iharu u	ntuk b	elajar :	secara	a spontan dan *
11. Saya tidak teragak-agal	k untuk	k mer	nukar ke	duduka	n saya a	pabila say	/a yakin *			1	2	3	4		5	
bahawa ia tidak betul.	1	2	3	4	5			Sa	ngat tidak setuju	0	0	0	С	(	C	Sangat bersetuju
				0		Sangat	bersetuju		iya pastikan men infaatkannya dal			at yan	g berte	ntanga	an unt	tuk *
12. Saya pastikan untuk me tempoh.	embua	t peru	ubahan	dalam k	aedah b	elajar seti	iap *			1	2	3	4		5	
	1	2	3	4	5			Sa	ngat tidak setuju	$\circ$	0	0	С		0	Sangat bersetuju
Sangat tidak setuju (	С	0	0	0	$\circ$	Sangat	bersetuju									
								Back	Next							Clear fo

# Investigating the Factors of Undergraduate Students Support for AI Utilisation

Bahagian D: Pemboleh	ubah tid	lak bers	andar -	Kualiti	Maklum	at	Maklumat yang sa data yang mikropem					ada pen	erima ad	dalah hasil daripad	a *
Kualiti maklumat merangk dan kesempurnaan.	kumi emp	at dime	nsi iaitu	ketepata	ın, ketepa	itan masa, kerelevanan		1		2	3	4	5		
Sila baca kenyataan beriki ketidaksetujuan anda pad				kan taha	p persetu	ijuan atau	Sangat tidak setuju		) (	С	0	0	0	Sangat bersetuju	
Sangat Tidak Setuju = 1 Tidak setuju = 2 Neutral = 3							5. Saya mendapat ma	akluma	t yang	diperl	ukan d	daripada	a Al sece	epat yang saya	*
Setuju=4 Sangat Setuju = 5								1		2	3	4	5		
Berdasarkan pilihan pemb mana anda bersetuju atau						menunjukkan sejauh	Sangat tidak setuju	C	) (	0	0	0	0	Sangat bersetuju	
1. Maklumat yang dijar	na oleh A	Al adala	h betul	dan beb	as ralat.	*	6. Maklumat yang sa	ya perli	ukan m	nudah	diakse	es mela	lui Al. *		
	1	2	3	4	5			1		2	3	4	5		
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju	Sangat tidak setuju		) (	0	0	0	0	Sangat bersetuju	
2. Maklumat yang dijar	na oleh A	Al adala	h bebas	daripad	da berat	sebelah. *	7. Al membantu saya usaha.	menda	apatka	n mak	dumat	secara	langsun	g tanpa banyak	*
	1	2	3	4	5			1		2	3	4	5		
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju	Sangat tidak setuju		) (	О	0	0	0	Sangat bersetuju	
3. Maklumat yang saya	a dapat o	laripada	a Al bole	eh diper	cayai. *		8. Saya sentiasa men kajian saya tepat pad			mat da	aripada	a Al yan	g saya p	erlukan daripada	*
	1	2	3	4	5			1		2	3	4	5		
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju	Sangat tidak setuju		) (	С	0	0	0	Sangat bersetuju	
9. Maklumat yang saya saya di universiti.	peroleh	i daripa	ada Al sa	angat re	levan de	ngan pengajian *									
	1	2	3	4	5										
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju									
10. Saya sentiasa meno saya cuba capai di univ		akluma	t daripa	da Al ya	ang sesu	ai dengan apa yang *									
	1	2	3	4	5		13. Saya rasa maklumat	yang s	aya dap	at dar	ipada A	ll meran	gkumi se	mua bidang *	
Sangat tidak setuju	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	Sangat bersetuju	pengajian saya di univer	siti.							
							Sangat tidak setuju	1	2	3	0	5	Sanç	jat bersetuju	
11. Saya merasakan ba kepada rakan sekursus	atau be	nefisiar	ri saya s	entiasa			14. Al memberikan saya	semua	maklu	mat ya	ng say	a perluka	an untuk	kajian ini. *	
	1	2	3	4	5			1		3					
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju	Sangat tidak setuju	0	0	0	0	0	Sang	jat bersetuju	
12. Maklumat yang say mencukupi untuk kajiar		hi darip	oada Al	adalah k	kompreh	ensif dan *	15. Saya fikir maklumat						luan ben	efisiarinya.*	
	1	2	3	4	5		Canagas sixtali anasid	1	2	3	4	5	0	ent harrantui	
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju	Sangat tidak setuju						Sanç	at bersetuju	
							Back Next							Clear form	

# Investigating the Factors of Undergraduate Students Support for AI Utilisation

Bahagian E: Pembolehu	ubah ber	sandar	- Soko	ngan un	tuk pen	ggunaan Al	L								
Sokongan untuk pengguna keupayaan akademik.	aan Al ter	masuk (	3 dimens	si iaitu m	inda, pe	ngurusan diri dan		4. Sa	aya mempunyai per	mahama	ın yang	lebih jel	as tenta	ang mat	lamat saya. *
Sila baca kenyataan beriku	ıt dengan	teliti da	an nvata'	kan taha	o perset	uiuan atau				1	2	3	4	5	
ketidaksetujuan anda pada				turi turiu	peroci	ajaan ataa		S	angat tidak setuju	0	0	0	0	0	Sangat bersetuju
Sangat Tidak Setuju = 1 Tidak setuju = 2 Neutral = 3 Setuju = 4								5. Sa	aya lebih mampu ur	ntuk me	ngutam	akan tu	gasan. *		
Sangat Setuju = 5										1	2	3	4	5	
Berdasarkan pilihan pembe mana anda bersetuju atau						menunjukkan sejauh		S	angat tidak setuju	0	0	0	0	0	Sangat bersetuju
Saya kini lebih bermir	nat deng	jan apa	yang s	aya pela	ijari. *			6. Sa	aya lebih mampu m	engurus	kan ma	isa saya	a. *		
	1	2	3	4	5					1	2	3	4	5	
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju		S	angat tidak setuju	0	0	0	0	0	Sangat bersetuju
2. Saya mempunyai tuju	uan yang	j lebih j	jelas unt	tuk pem	belajara 5	n saya. *			aya berasa lebih yak demik.	kin deng	an pen	getahua	n saya 1	entang	kandungan *
				4	•					1	2	3	4	5	
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju		S	angat tidak setuju	0	0	0	0	0	Sangat bersetuju
Saya lebih cenderung mencabar.	g untuk t	abah d	engan b	ahagiar	n pembe	elajaran saya yang *			aya berasa lebih yal lajari.	kin dalar	n meng	japlikas	ikan ker	nahiran	yang telah
	1	2	3	4	5					1	2	3	4	5	
Sangat tidak setuju	0	0	0	0	0	Sangat bersetuju		s	angat tidak setuju	0	0	0	0	0	Sangat bersetuju
9. Saya berasa lebih	1	1	menyia <sub>l</sub>	pkan ite	em pen	5									
Sangat tidak setuju				0	0	O Sangat ber	rsetuju								
copy of your response	es will b	e emai	iled to y	yee100	702@g	mail.com.									
Back Submit							Clear	form							

Appendix 3: Sources of Questionnaire

1st IV - Personality Traits adapted from Muhammad Musa & Gashayie, (2021)

## Section II - Assessment of sales person's personality traits

S/N	Questions	Strongly	Agree	Neutral	Disagree	Strongly
		Agree				disagree
	Openness					
1	You focus on new ideas and solutions					
2	You do not enjoy changes					
3	You dislike abstract concepts					
	Conscientiousness					
1	You are goal oriented in your workplace					
2	You need manager reminder to do a job					
3	You are anxious when you are distracted					
	Extraversion					
1	When a task is given you do it in urgency					
2	You blame others when things go wrong					
3	You accept positively valid critics and					
	suggestions on your performance					
	Agreeableness					
1	You easily establish rapport with					
	customer					
2	You feel sad and tense under pressure					
3	You have little interest for customers					
	problems					
	Neuroticism					
1	You enjoy competitiveness					
2	You do not afraid to exert pressure to					
	influence others					
3	You are emotionally stable and deals well					
	with stress					

# 2<sup>nd</sup> IV - Creativity adapted from Mohammed Yousif Abo Keir et al., (2020)

Table 8 Analysis of the research sample answers to the questionnaire variable (Creativity, originality dimension)

Sr.	Statement		Standard	Ranking	Mean
			Deviation		Interpretation
1	I do the work in a sophisticated style.	3.85	1.069	3	Agree
2	I avoid repetition in solving work problems.		1.014	5	Agree
3	Repetition of the procedures followed in the		1.243	4	Agree
	completion of work makes me bored.				
4	I have the ability to debate, hold argument and	3.91	1.058	1	Agree
	persuasion.				
5	I strive to produce new ideas in the field of	3.85	1.126	2	Agree
	work.				
Tota	1	3.70			Agree

Table 9 Analysis of the research sample answers to the questionnaire variable (creativity, intellectual fluency dimension)

Sr.	Statement	Mean	Standard	Ranking	Mean
			Deviation		Interpretation
1	I have the ability to suggest quick solutions to	3.95	1.124	1	Agree
	face work problems.				
2	I have the ability to present more than an idea	3.89	1.055	2	Agree
	within a short period of time.				
3	I have the ability to produce the largest possible	3.70	1.036	4	Agree
	number of single meaning works to denote a				
	certain idea.				
4	I have the ability to think quickly about different	3.69	1.143	5	Agree
	circumstances.				
5	I have the ability to express my thoughts	3.77	1.085	3	Agree
	fluently and put them in to meaningful words				
	that fit a specific situation.				
Tota	l	3.80			Agree

Table 10 Analysis of the research sample answers to the questionnaire variable (creativity, flexibility dimension)

Sr.	Statement	Mean	Standard	Ranking	Mean
			Deviation		Interpretation
1	I have the ability to present new ideas to develop work spontaneously and easily.	3.70	1.036	5	Agree
2	I make sure to know the opposite opinion to take advantage of it.	3.72	1.240	4	Agree
3	I do not hesitate to change my position when I am convinced that it is not correct.	3.79	1.166	2	Agree
4	I make sure to make changes in work methods every period.	3.75	1.085	3	Agree
5	I have the ability to see things from different angles.	3.89	1.091	1	Agree
Tota	1	3.77			Agree

3<sup>rd</sup> IV - Information Quality adapted from Naeem et al., (2022)

Table 9. Weighted Arithmetic Means and Standard Deviations for Accuracy Dimension (Researchers, SPSS, 2022)

NO.	Paragraphs	Mean	Standard Deviation	Assessment Level	Relative Importance
1	The information I give to my colleagues or others is correct and error-free.	4.25	.845	very good	1
2	The information I give my colleagues or beneficiaries is free of bias.	4.19	.981	good	2
3	The information I provide to the beneficiaries is the result of data on which microprocessors have been performed.	3.97	.855	good	3
4	The information I get at the university is from reliable sources.	3.86	.920	good	4

Table 10. Weighted Arithmetic Means and Standard Deviations for Timeliness Dimension (Researchers, SPSS, 2022)

NO.	Paragraphs	Mean	Standard Deviation	Assessment Level	Relative Importance
1	I Get the required information as fast as I need it.	3.45	1.066	good	1
2	I always get the information I need from college in time.	2.89	1.072	medium	4
3	The information I need is easily accessible from various sources at the university.	2.92	1.065	medium	3
4	The work environment at the university helps me get information directly without much effort.	2.93	1.062	medium	2

Table 11. Weighted Arithmetic Means and Standard Deviations for Relevancy Dimension (Researchers, SPSS, 2022)

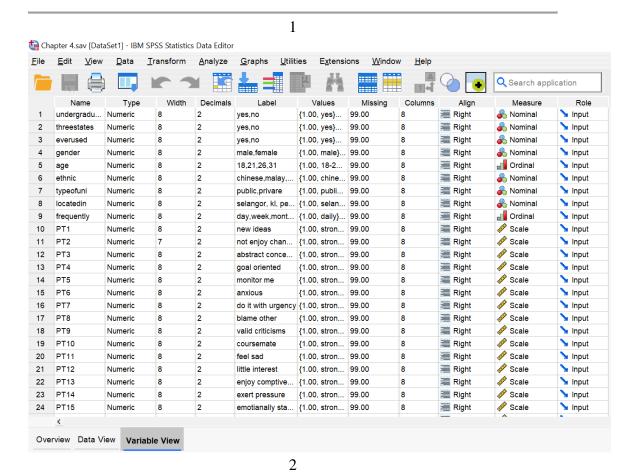
NO.	Paragraphs	Mean	Standard Deviation	Assessment Level	Relative Importance
1	The information I get is very relevant to my work at the university.	3.53	.953	good	3
2	I constantly get information that fits what I'm trying to achieve in college.	3.30	1.067	medium	4
3	I feel that the information I pass on to my college colleagues or beneficiaries is always appropriate for them.	3.73	.810	good	1
4	The information I get is commensurate with the size and variety of work I give others.	3.54	.910	good	2

## DV - Support for AI Utilization adapted from Lane et al., (2019)

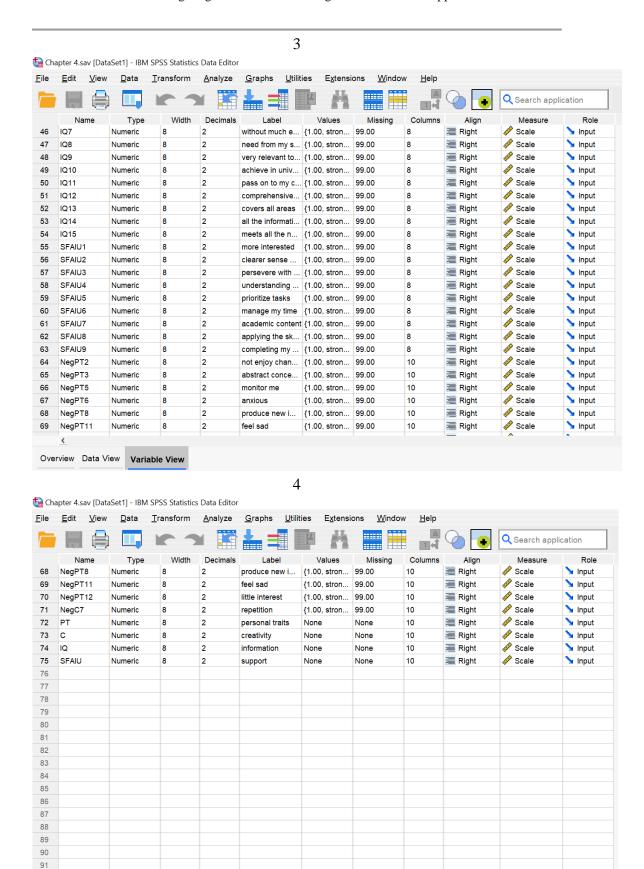
Dimension of				Data collection
support for				questions In relation
learning	Objective	Evaluation question	Indicator	to the initiative:

Mindsets	To deepen students' desire to engage in learning	To what extent does the initiative deepen students' engagement in their own learning?	Students report deeper engagement in their own learning	(2)	I am now more interested in what I am learning I have a clearer sense of purpose in my learning I am more likely to persevere with the challenging parts of my learning
Self- management	To support students to build their own learning strategies within their personal, work and study lives	To what extent does the initiative improve student self-management capabilities?	Students report improved self- management capabilities	(2)	I have a clearer understanding of my goals I am better able to prioritise tasks
				(3)	I am better able to manage my time
Academic capabilities	To improve students' academic capabilities for academic success	To what extent does the initiative improve academic capabilities?	Students report improved academic capabilities; Existing data: academic achievement (unit grade, course GPA) and enrolment (persistence, progression, retention)	(-)	I feel more confident in my knowledge of the academic content I feel more confident in applying the skills I have learnt
				(3)	I feel more confident in completing my assessment items

**Appendix 4**: Variable View



🖬 Chapter 4.sav [DataSet1] - IBM SPSS Statistics Data Editor <u>E</u>dit <u>V</u>iew <u>D</u>ata Transform <u>A</u>nalyze <u>G</u>raphs <u>U</u>tilities Extensions Window <u>H</u>elp Q Search application Values Name Туре Width Decimals Missing Columns Align 23 PT14 {1.00, stron... 99.00 Right 🥓 Scale Numeric 2 exert pressure 🔪 Input 🥓 Scale 🔪 Input PT15 8 Right 24 Numeric 8 2 emotianally sta... {1.00, stron... 99.00 🧳 Scale 25 C1 Numeric 8 2 quick solutions {1.00, stron... 99.00 8 Right 🤰 Input 🧳 Scale 26 C2 more than an i... {1.00, stron... 99.00 Right 🔰 Input Numeric \ Input 27 C3 Numeric 8 2 largest possibl... {1.00, stron... 99.00 8 Right 🧳 Scale 28 C4 different circum... {1.00, stron... 99.00 Right 🔰 Input Numeric 2 8 🧳 Scale 29 C5 Numeric 2 express my tho... {1.00, stron... 99.00 8 Right 🔰 Input 8 30 C6 Numeric 8 2 avoid repeatin... {1.00, stron... 99.00 8 Right 🔪 Input 31 C7 Numeric 2 repetition {1.00, stron... 99.00 Right 🧳 Scale 🔪 Input nput 32 C8 Numeric 8 2 produce new i... {1.00, stron... 99.00 8 Right Scale 33 C9 Numeric sophisticated s... {1.00, stron... 99.00 Right 🔰 Input 🥓 Scale 34 2 Right 🔪 Input C10 8 debate hold ar... {1.00, stron... 99.00 8 Numeric 35 C11 Numeric 8 2 change my pos... {1.00, stron... 99.00 8 Right > Input 36 C12 Numeric 2 changes in stu... {1.00, stron... 99.00 Right 🔪 Input 🧳 Scale nput 🖢 37 C13 2 see things from... {1.00, stron... 99.00 8 Right Numeric 8 🥓 Scale 38 C14 Numeric 2 spontaneously ... {1.00, stron... 99.00 Right 🔰 Input 8 8 🧳 Scale 🔪 Input 39 C15 Numeric know the oppo... {1.00, stron... 99.00 Right 40 IQ1 Numeric 8 2 correct and err... {1.00, stron... 99.00 8 Right 🔪 Input 🥓 Scale 41 {1.00, stron... 99.00 🔰 Input IQ2 2 free of bias 8 Right 🔪 Input 42 IQ3 2 reliable {1.00, stron... 99.00 Right Numeric 8 8 Scale 43 IQ4 Numeric 8 2 microprocessors {1.00, stron... 99.00 Right 🤰 Input 44 IQ5 Numeric 2 as fast as i need {1.00, stron... 99.00 Right nput 🕻 Scale 🔪 Input 45 Right IQ6 Numeric 8 2 easily acessible {1.00, stron... 99.00 8 46 IQ7 2 without much e... {1.00, stron... 99.00 Right 🥓 Scale 🤰 Input Overview Data View Variable View



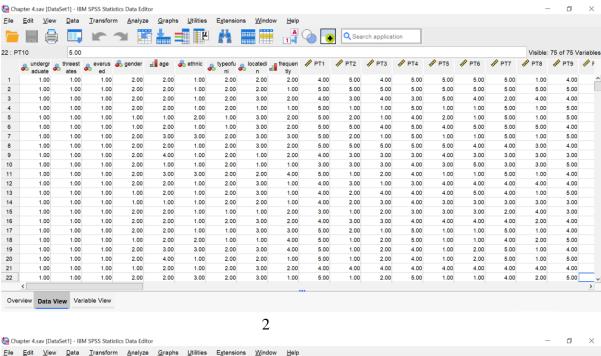
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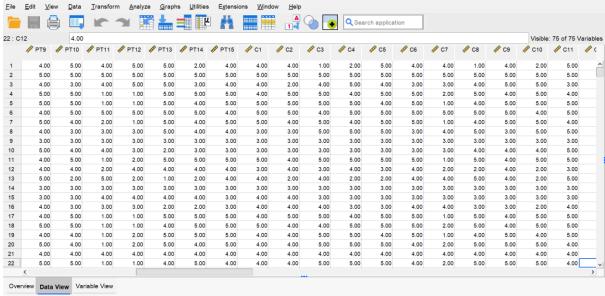
Overview Data View

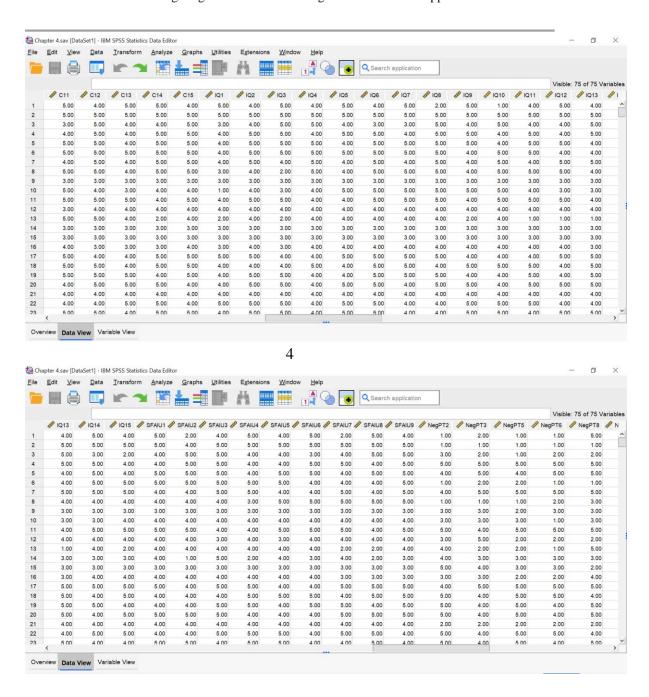
Variable View

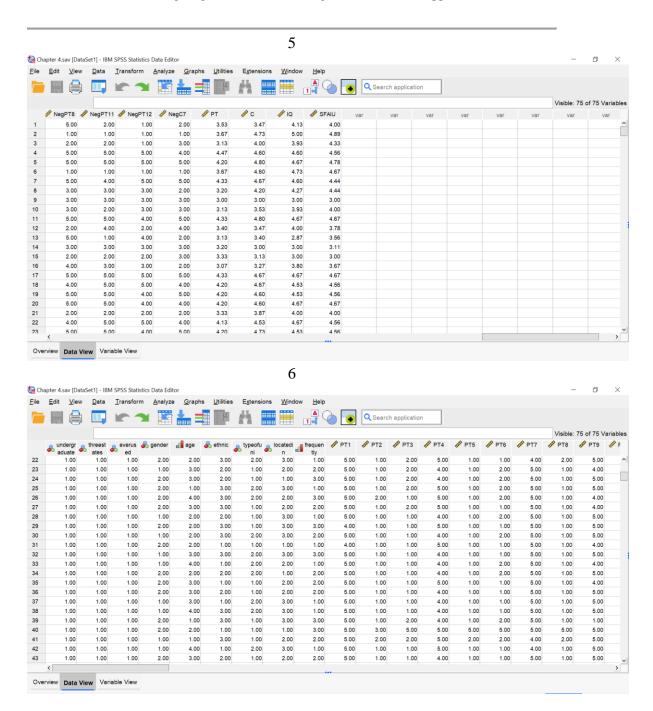
## **Appendix 5**: Data View

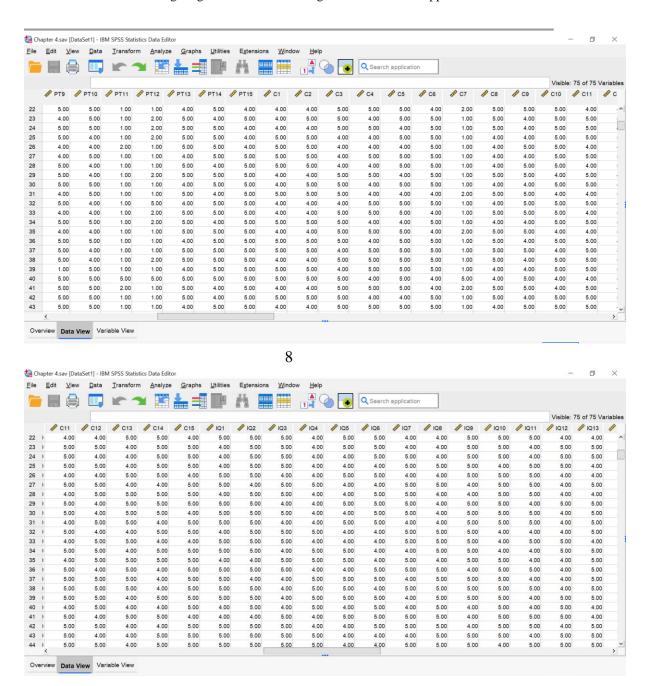


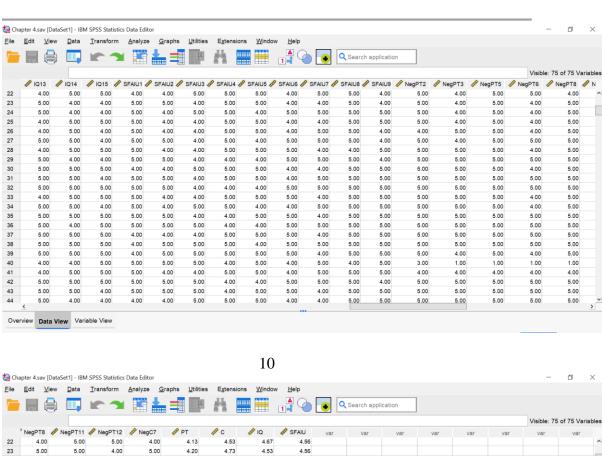


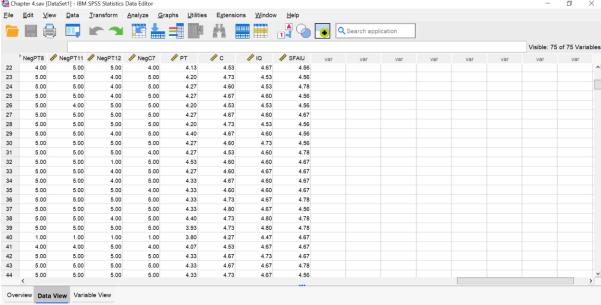


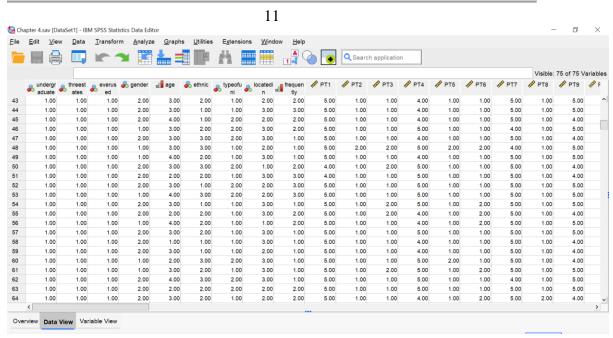




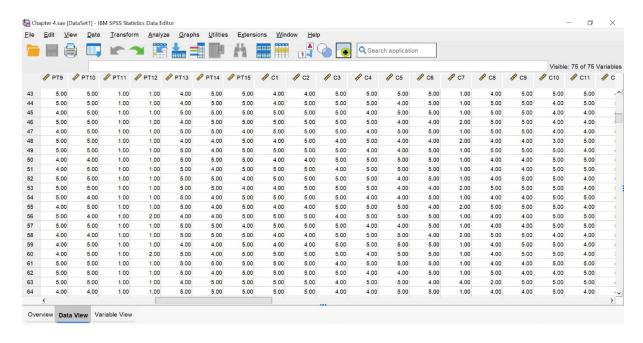


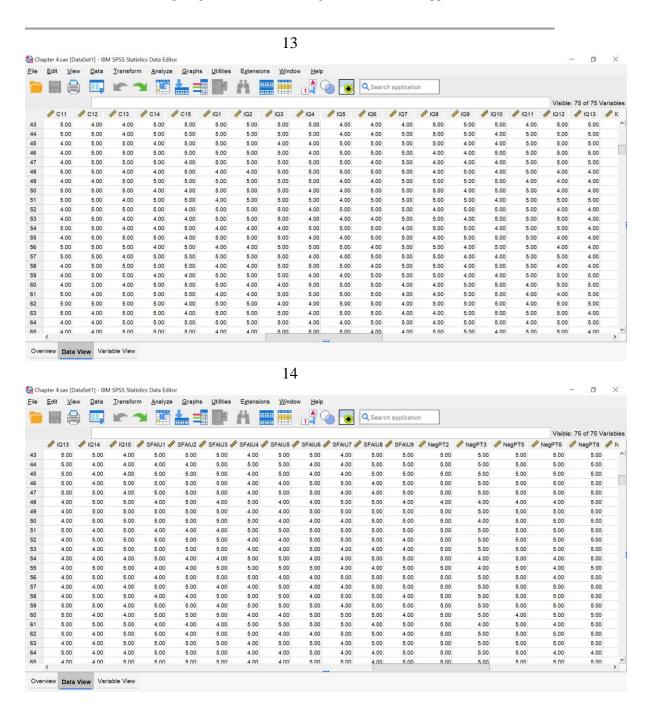


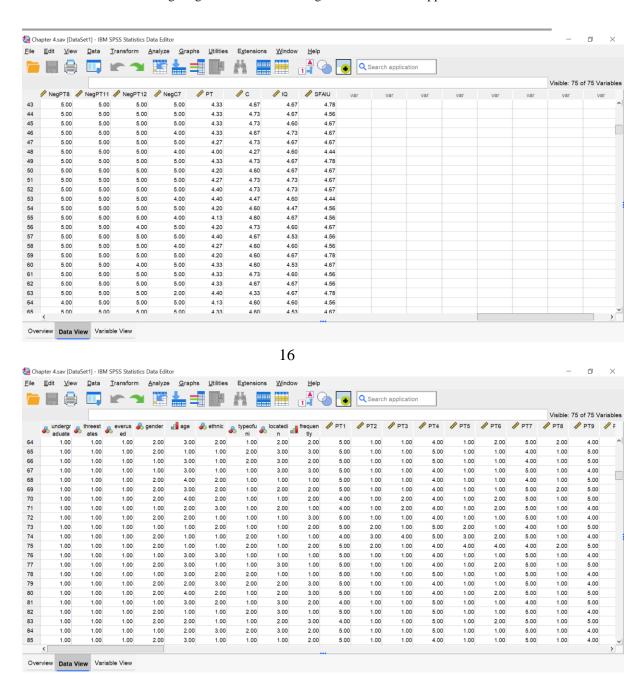


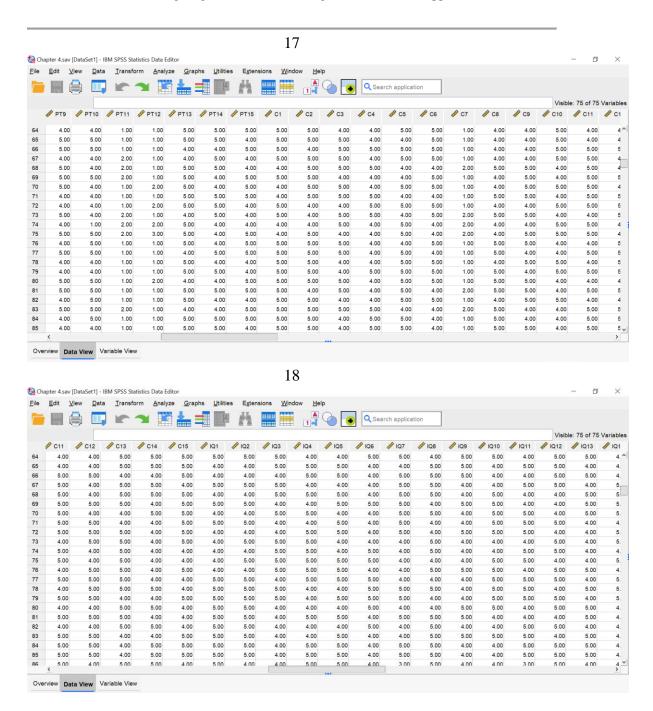


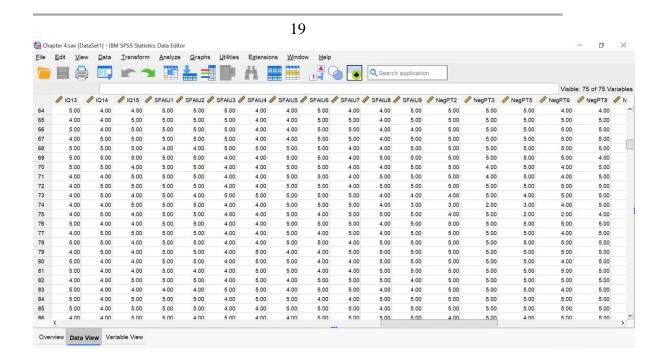
12

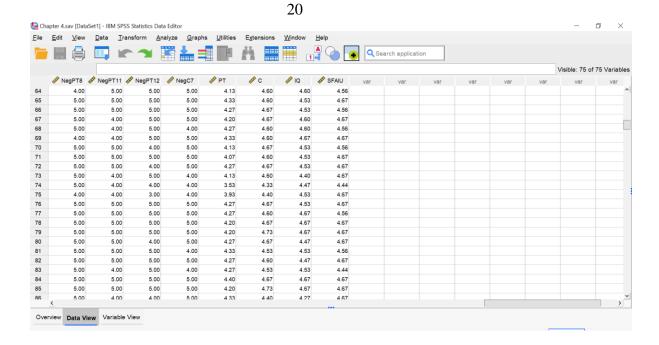


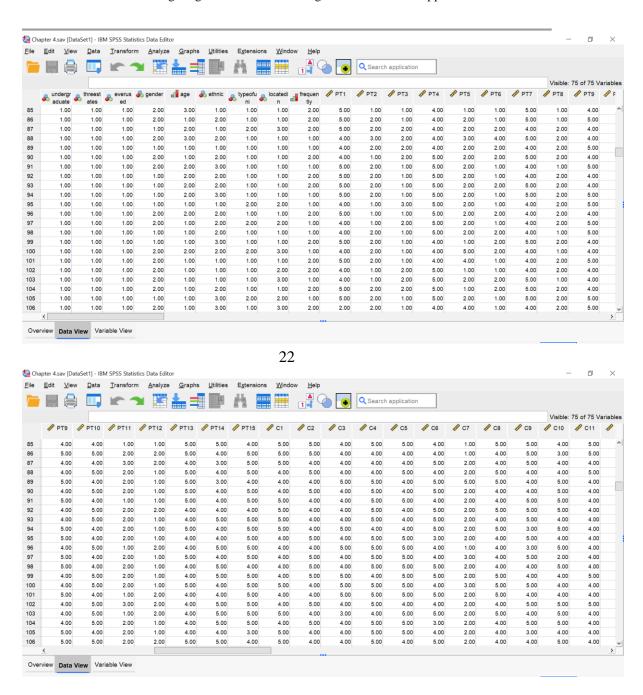


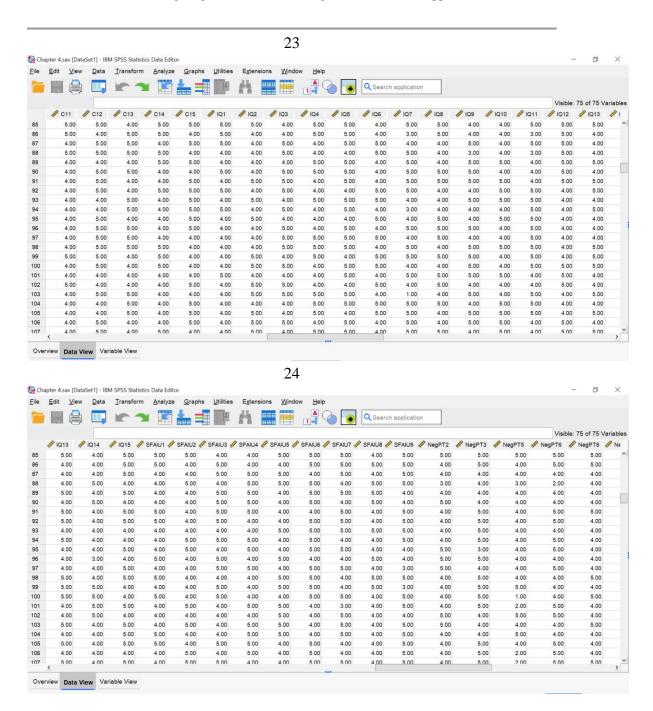


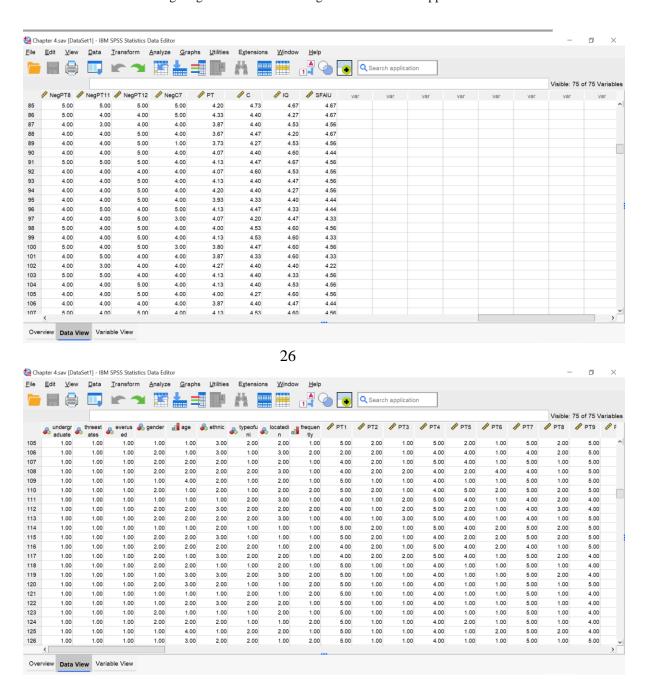


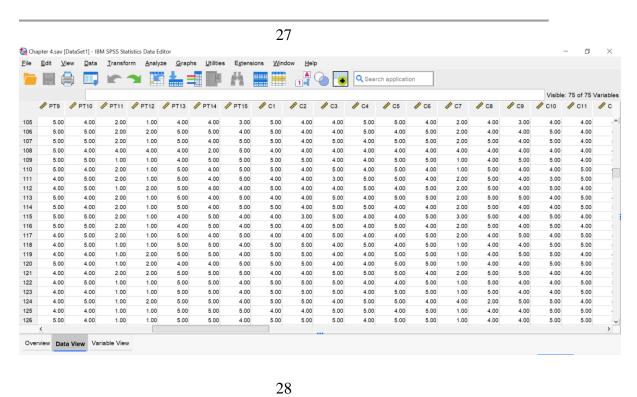


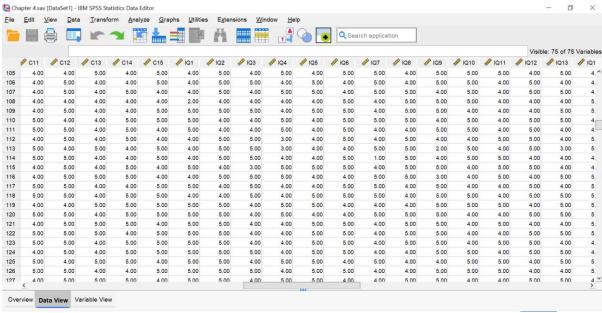


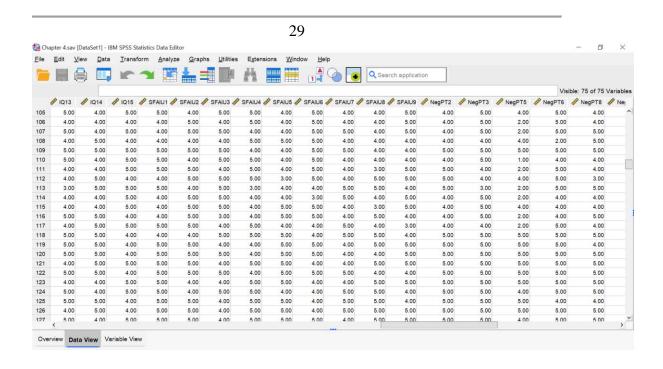


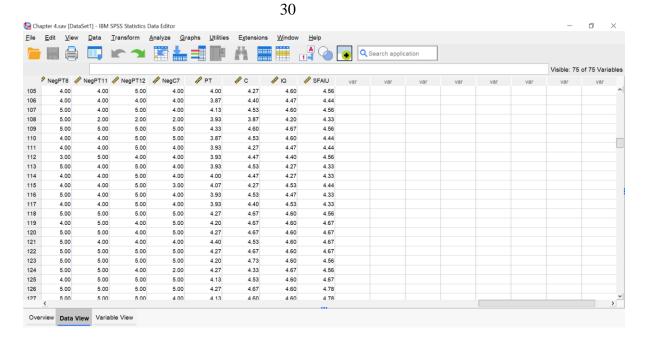


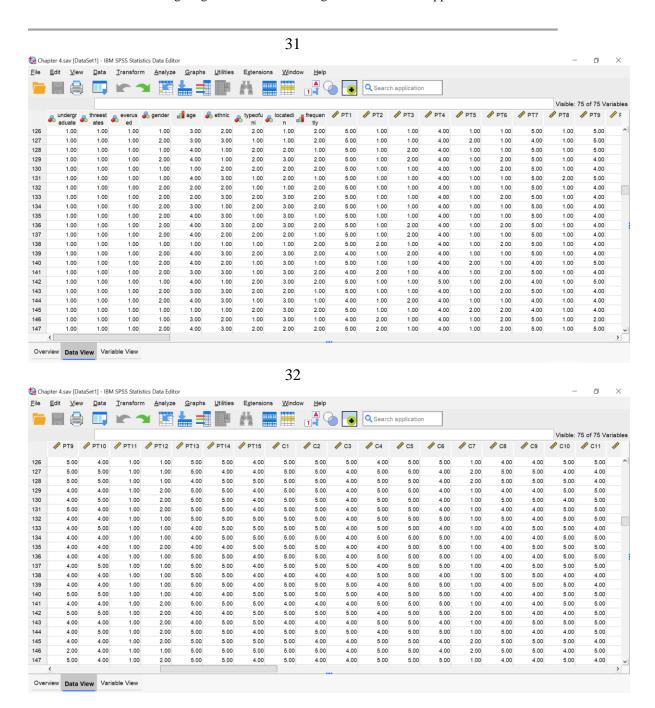


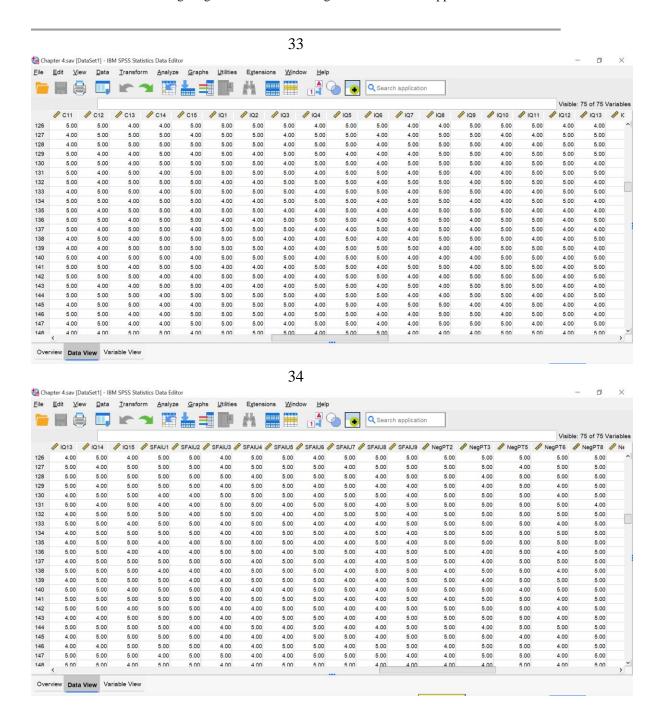


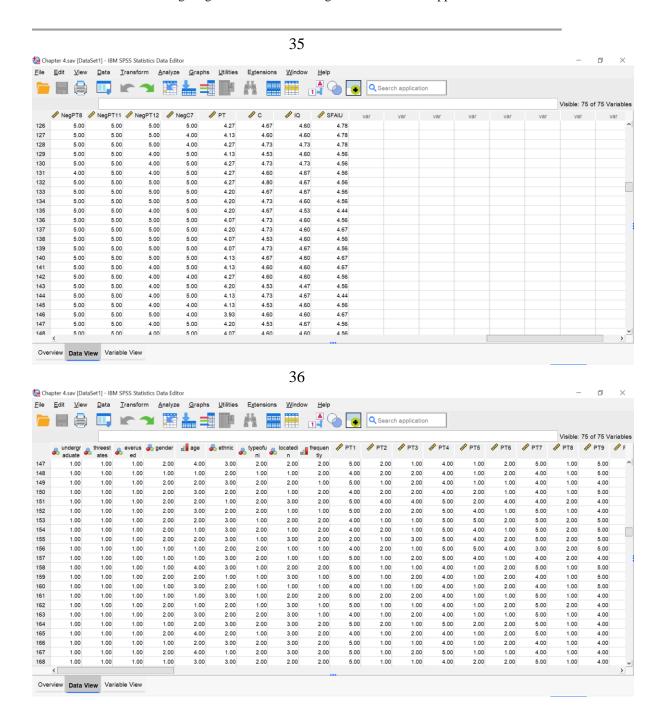


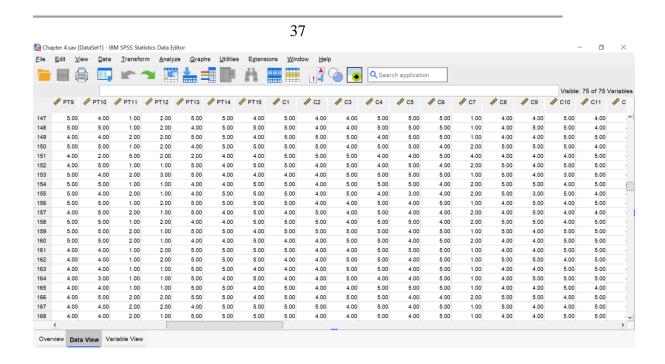


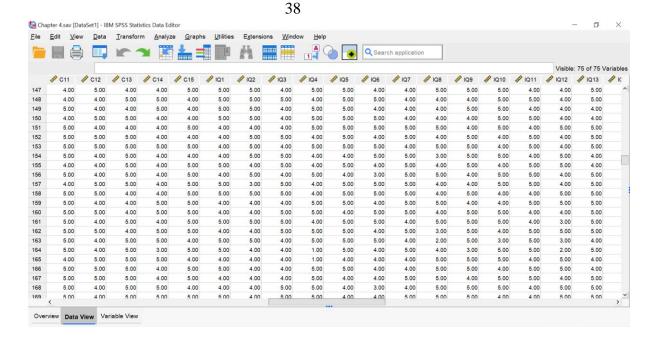


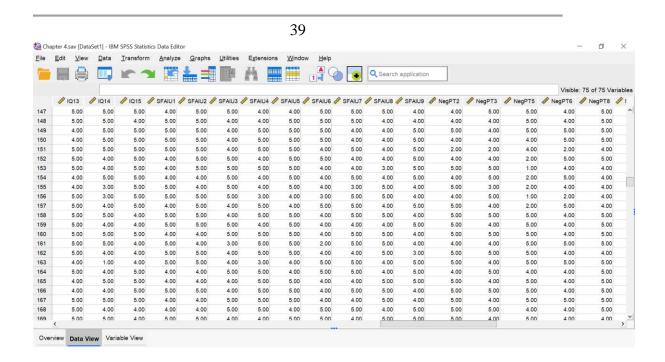


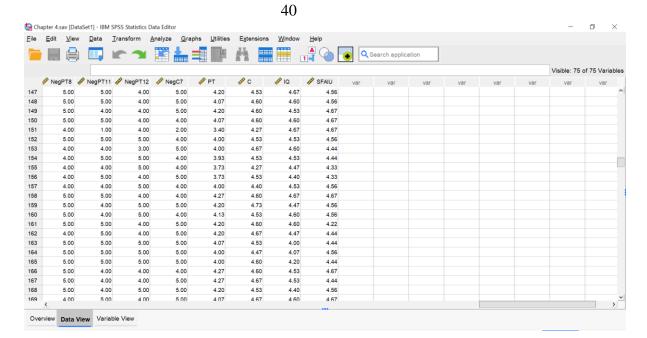


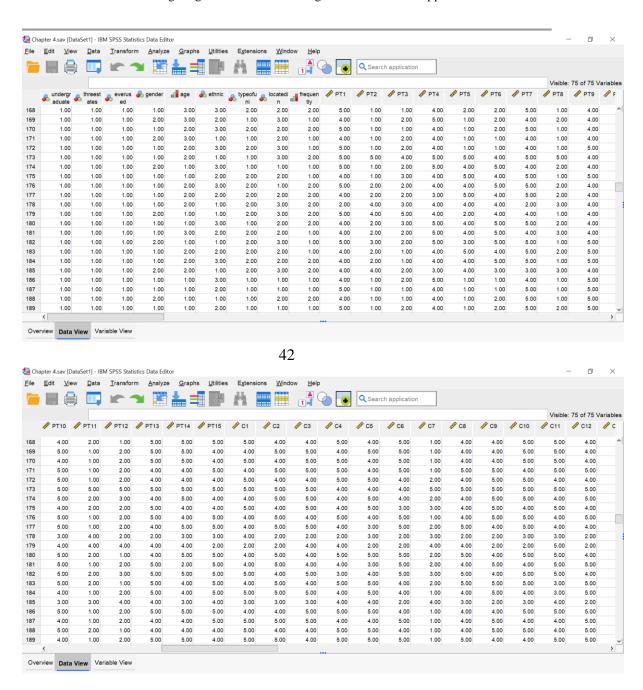


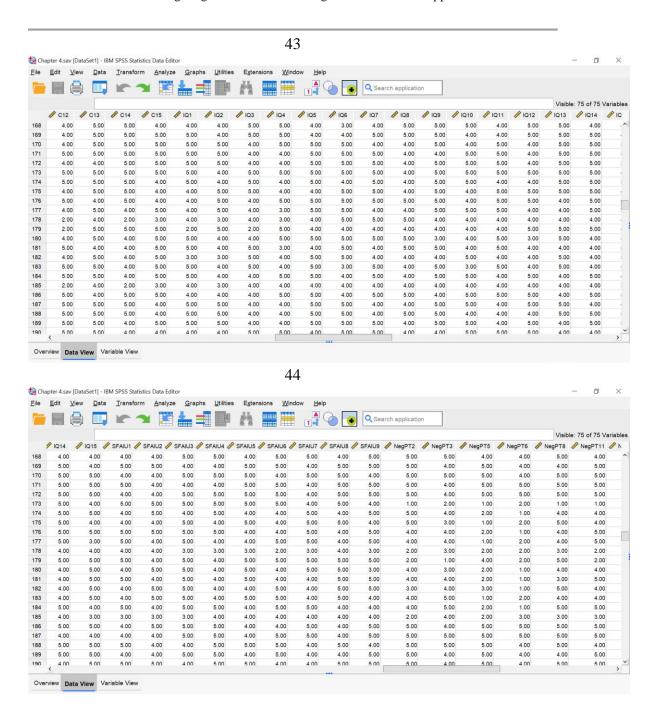


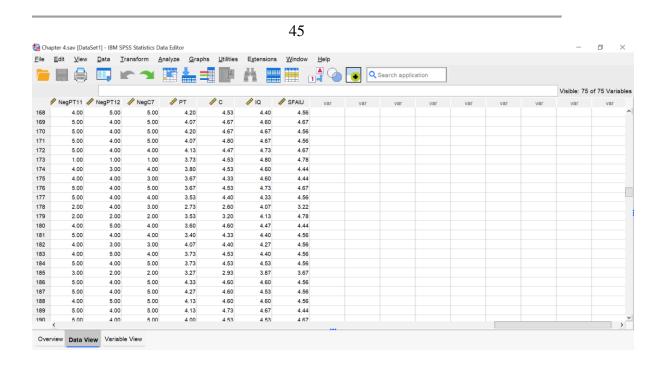


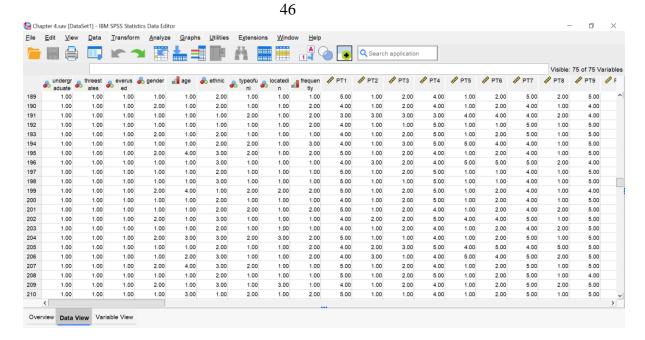


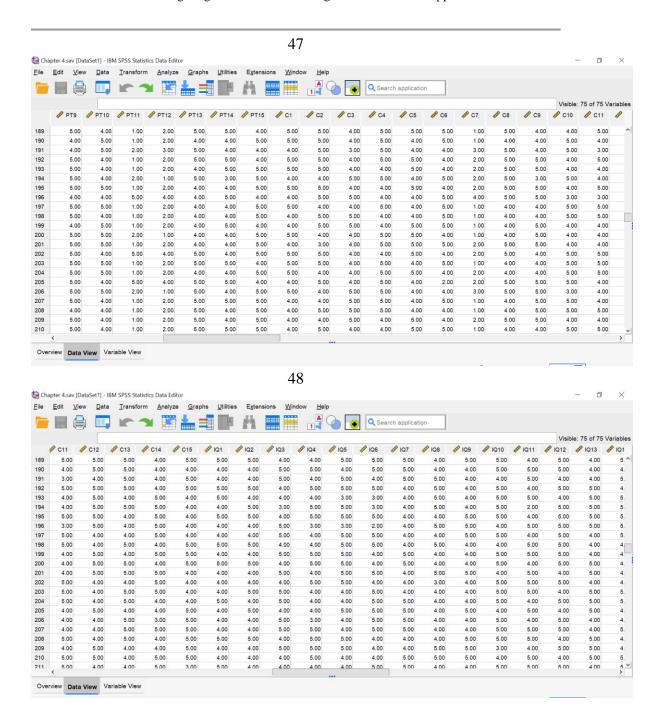


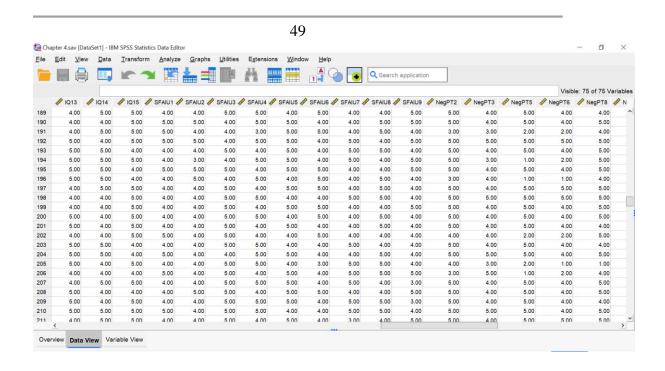


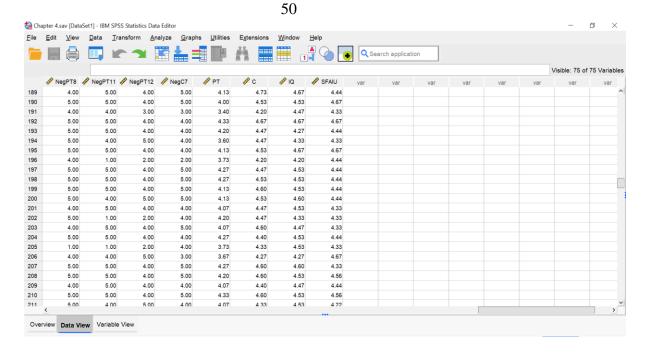


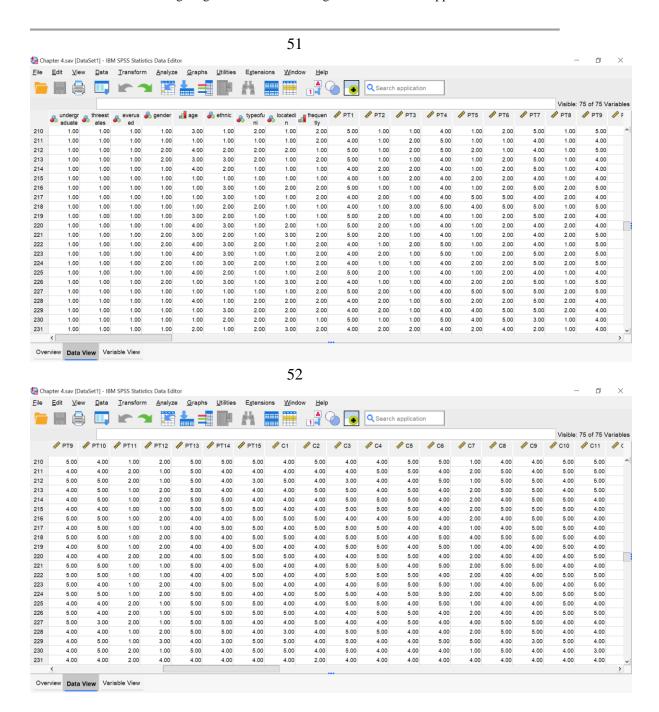


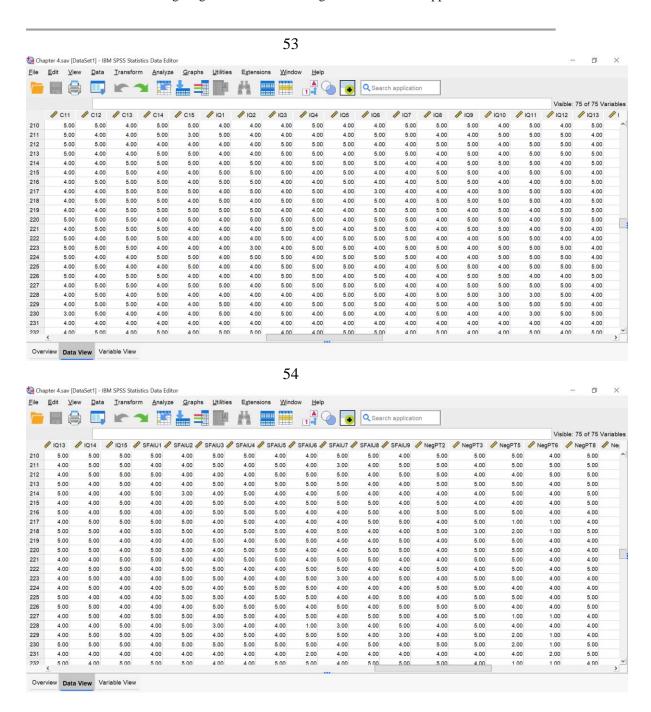


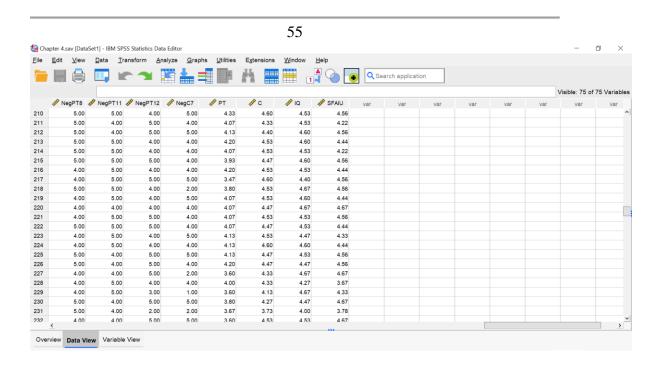


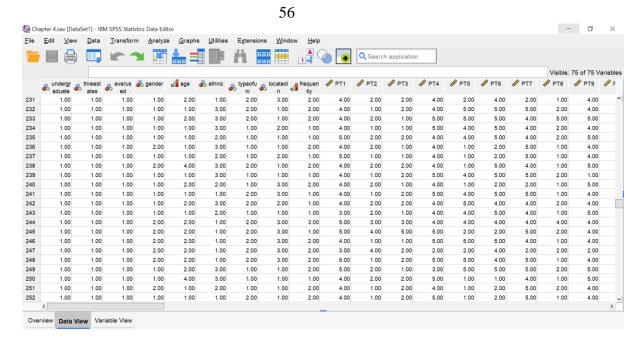


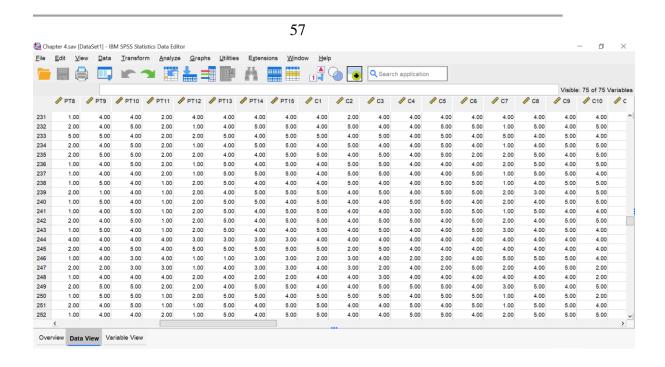


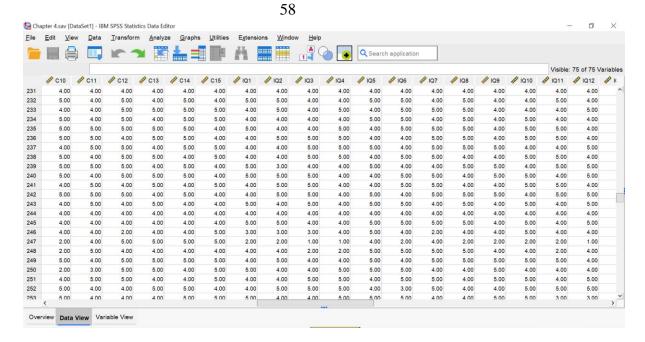


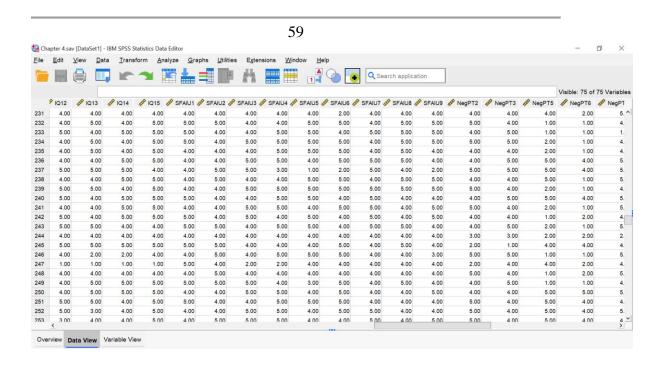


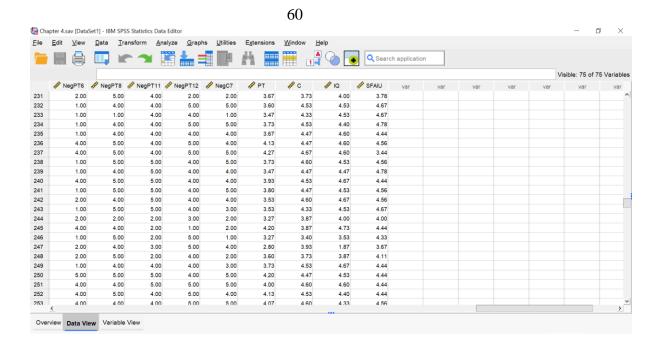


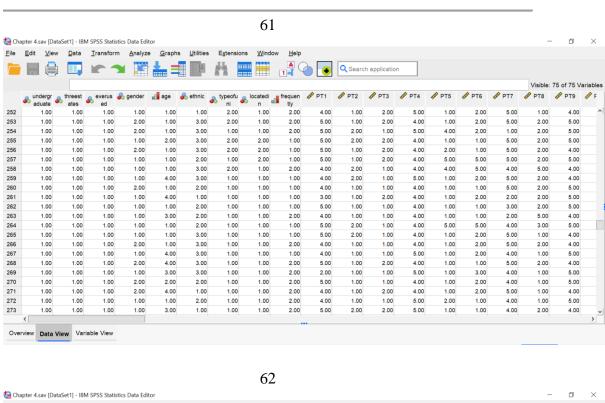


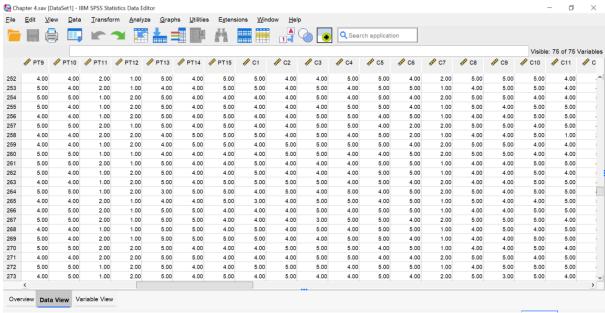


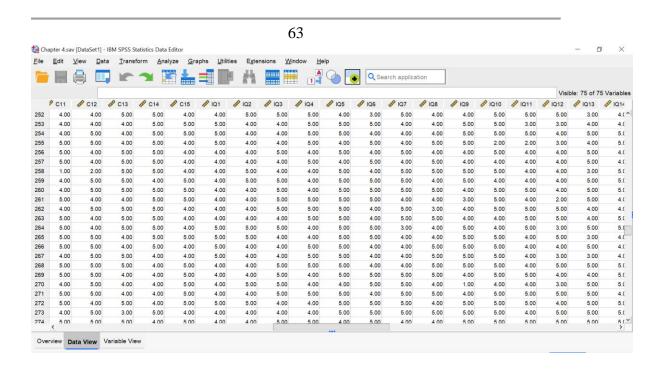


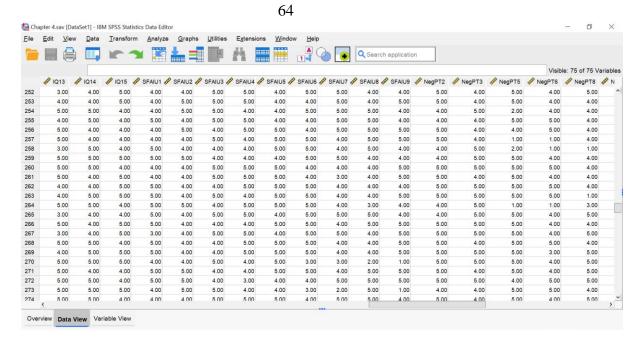


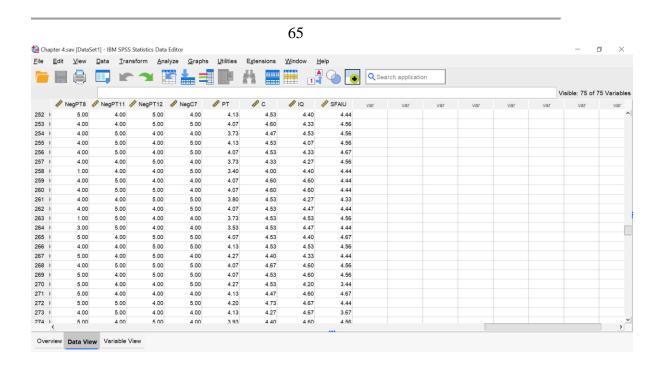


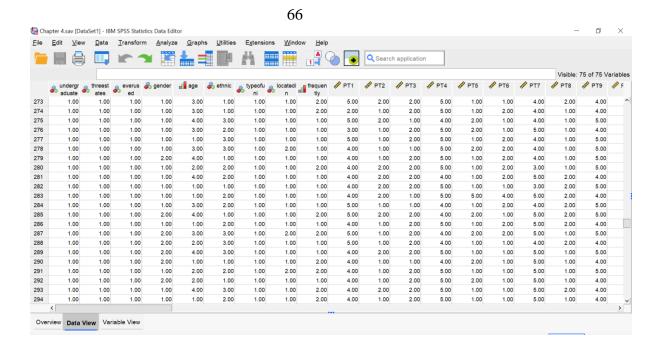


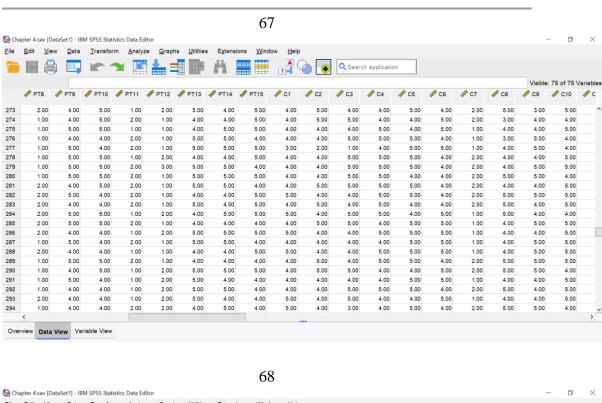


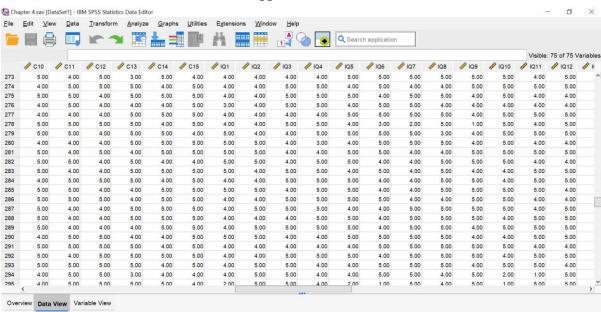


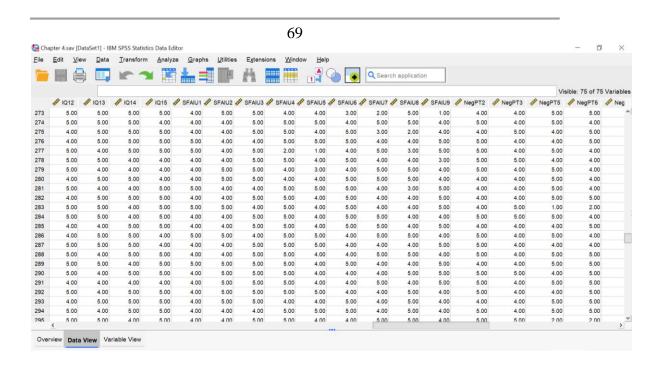


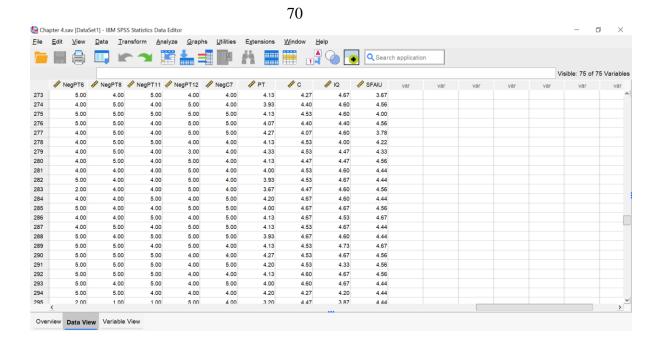


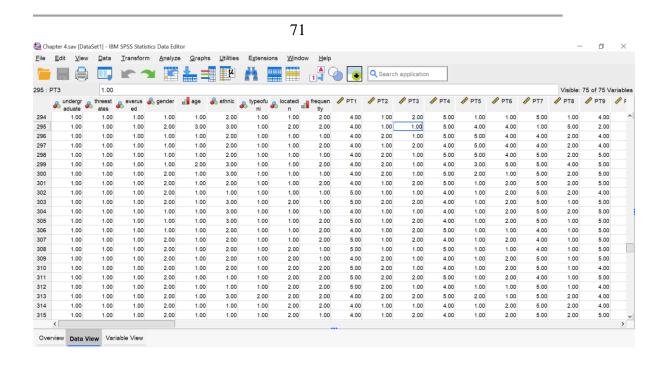


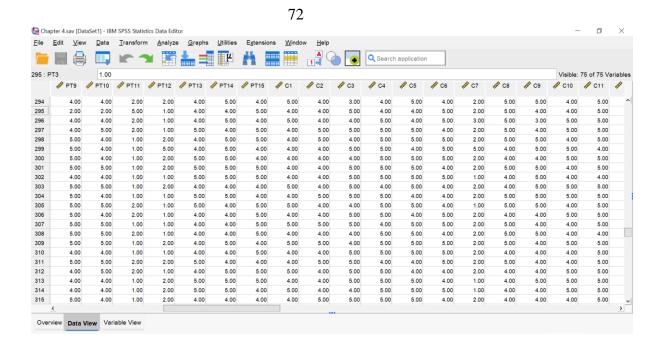


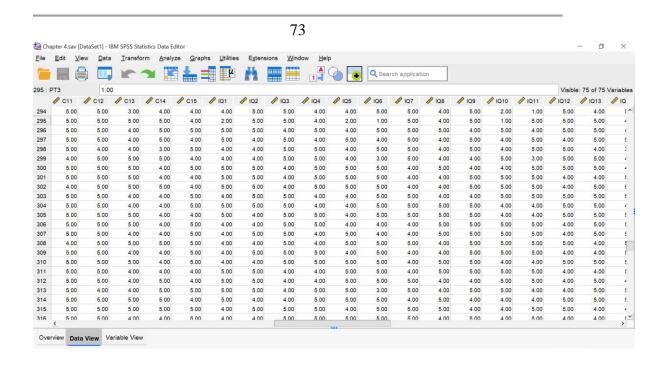


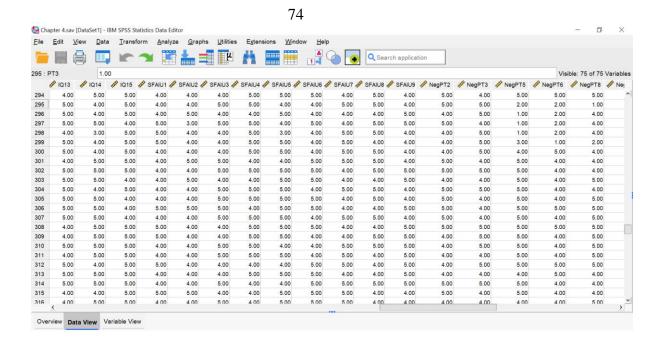


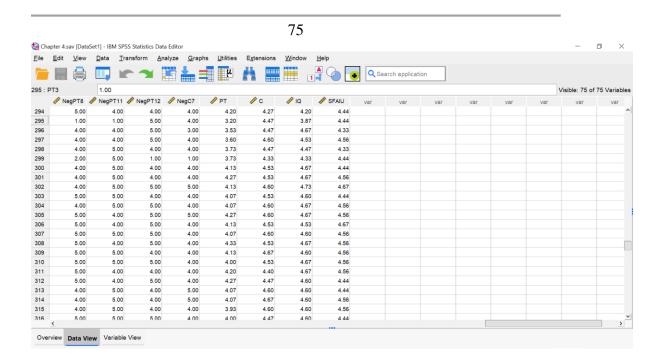




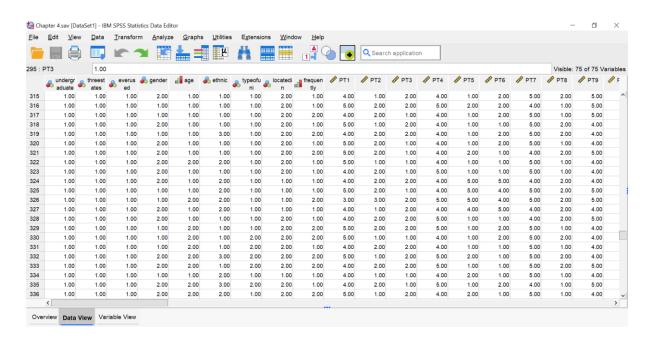


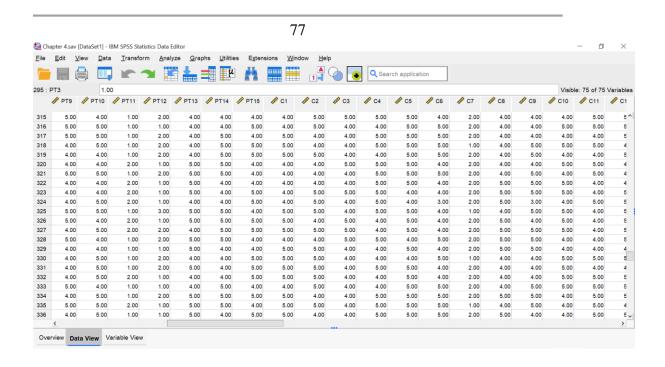


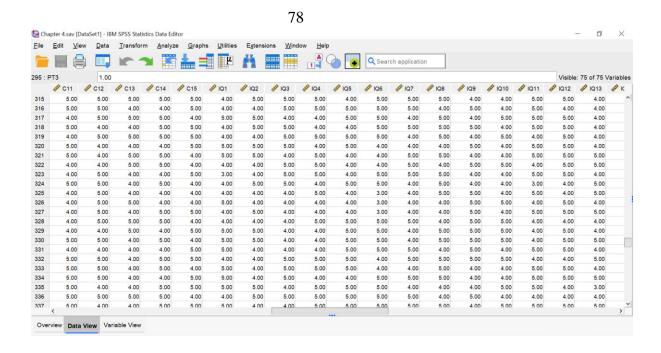


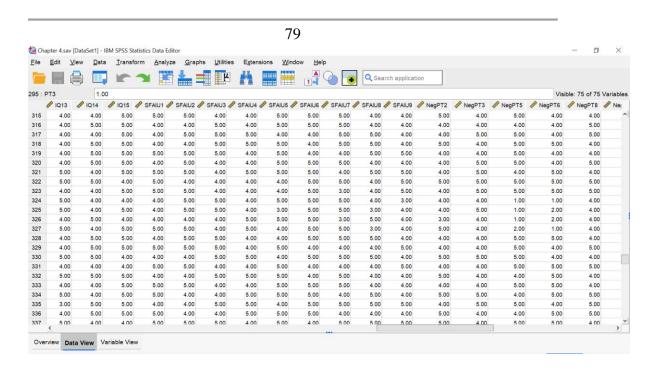


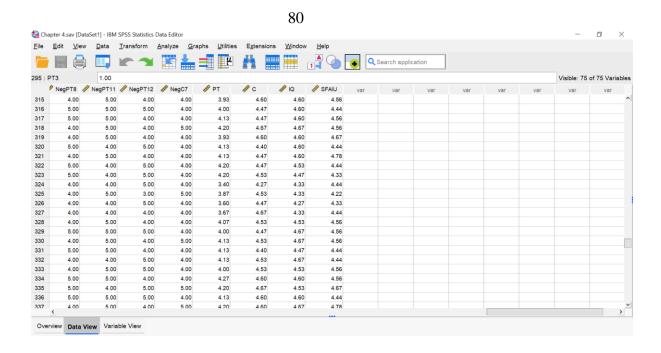
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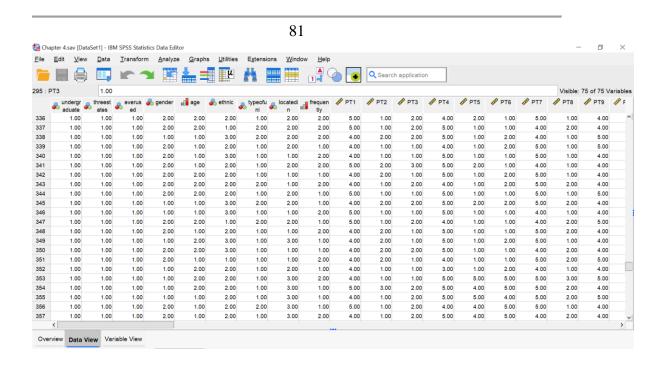


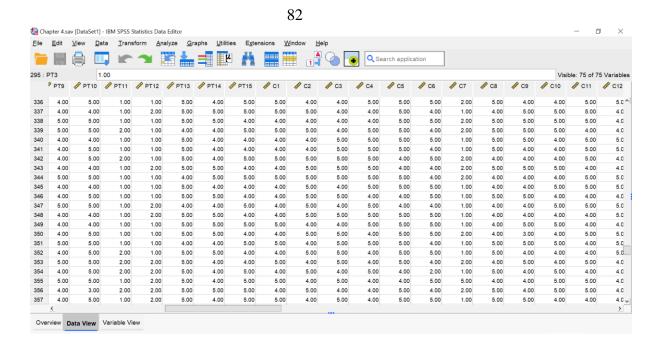


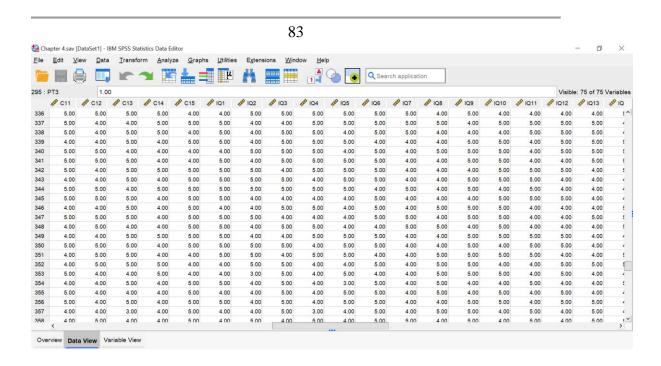


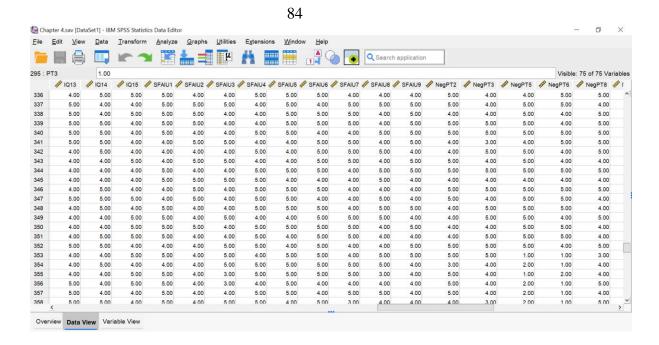


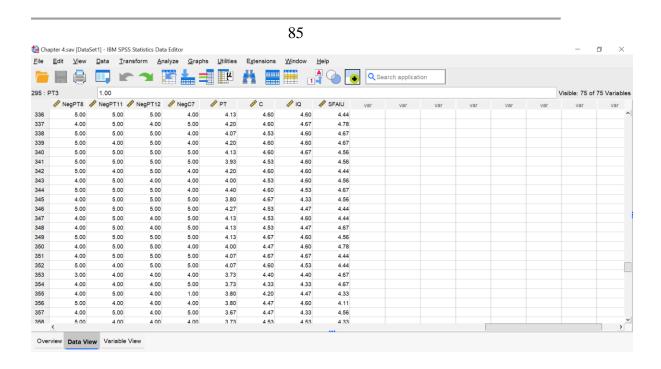


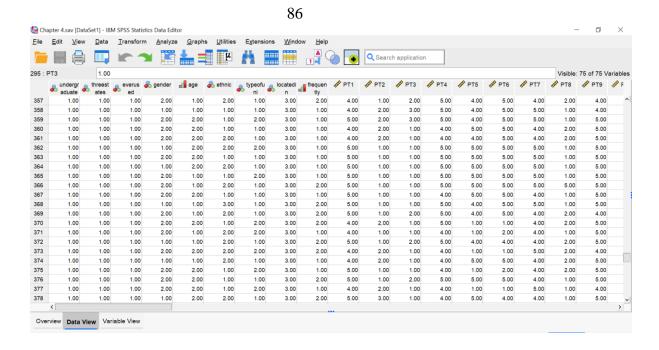


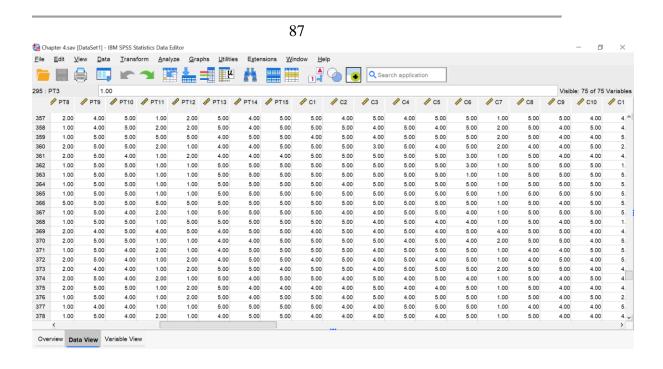


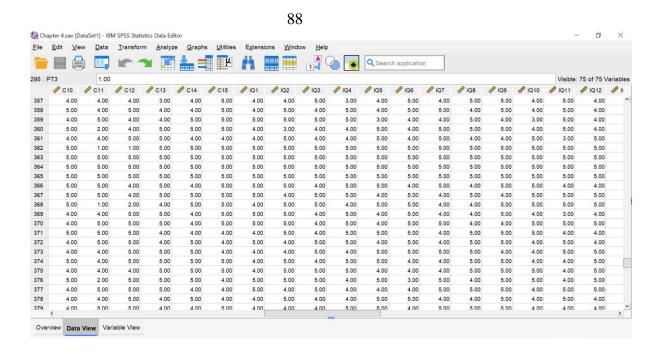


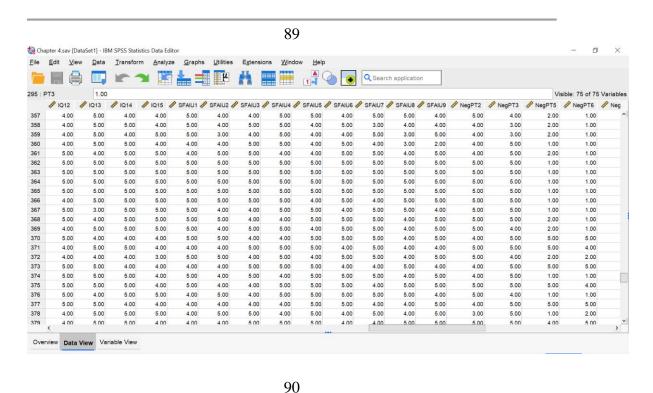


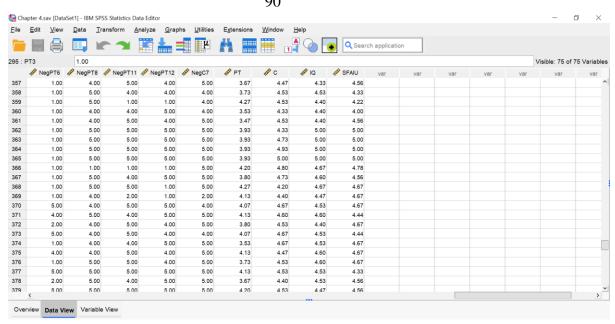


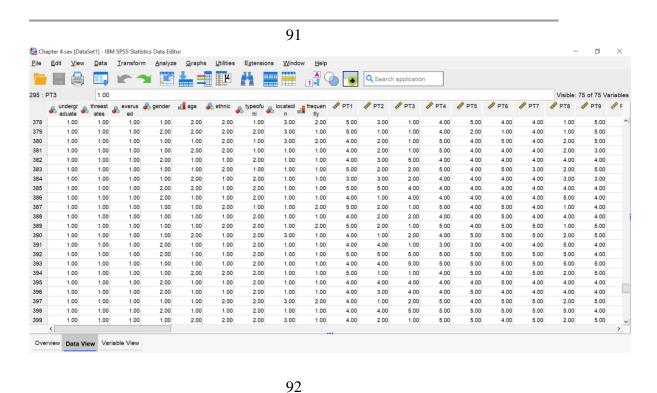


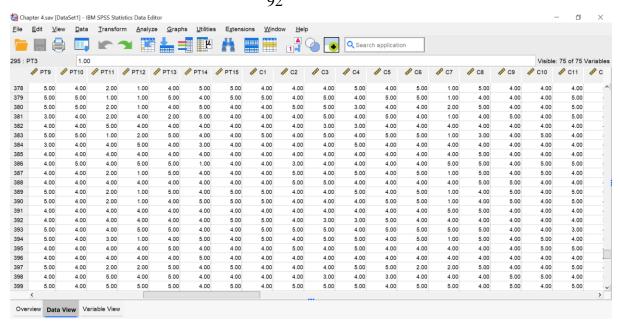


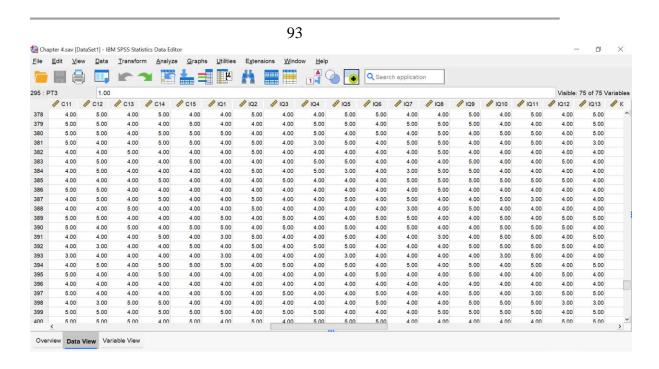


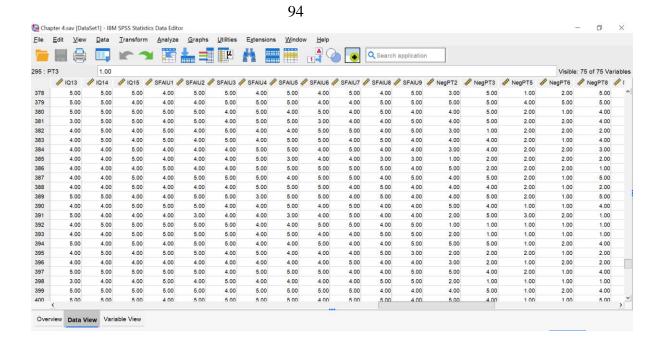


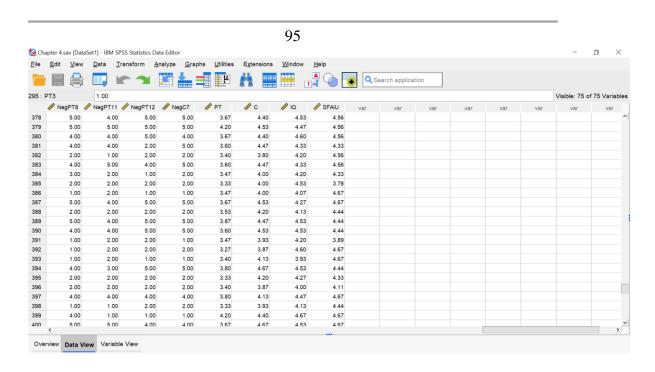


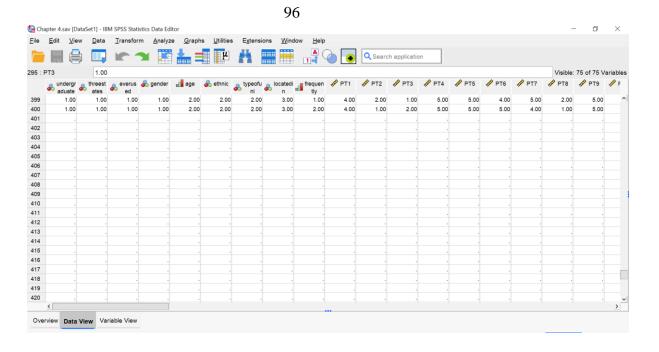


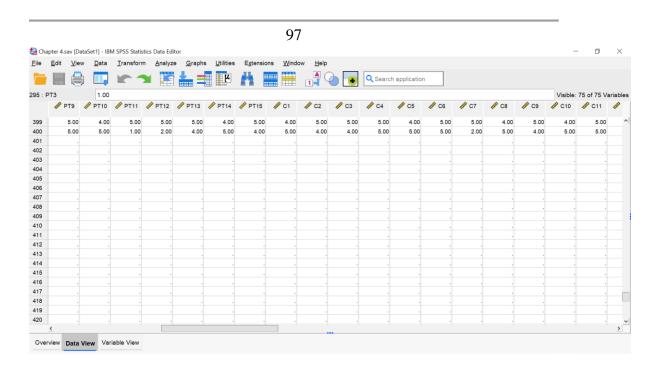


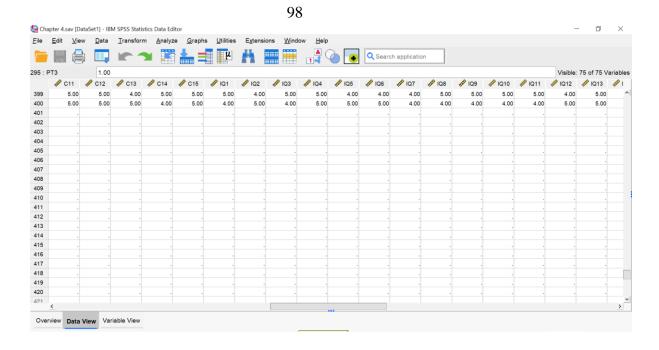


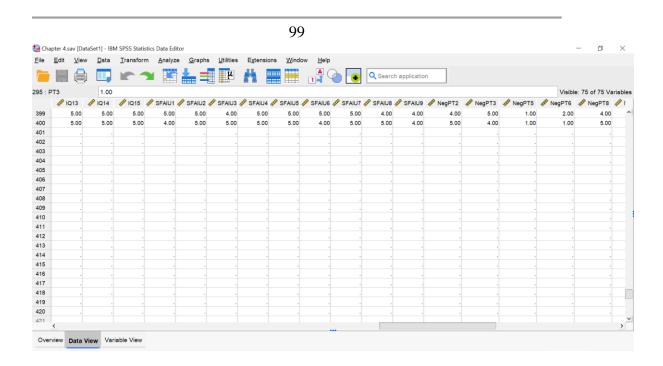


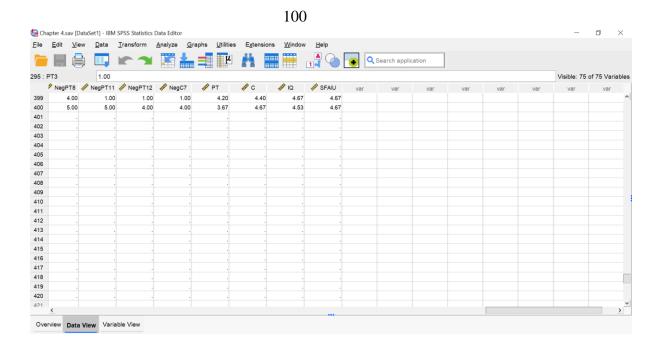






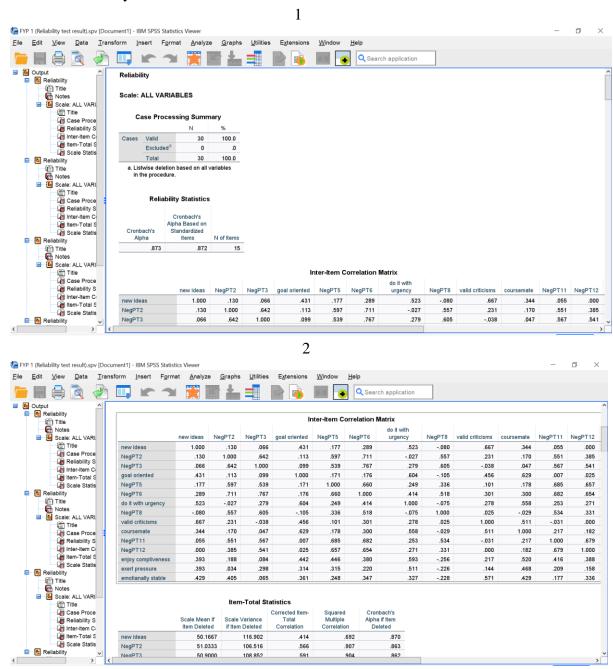


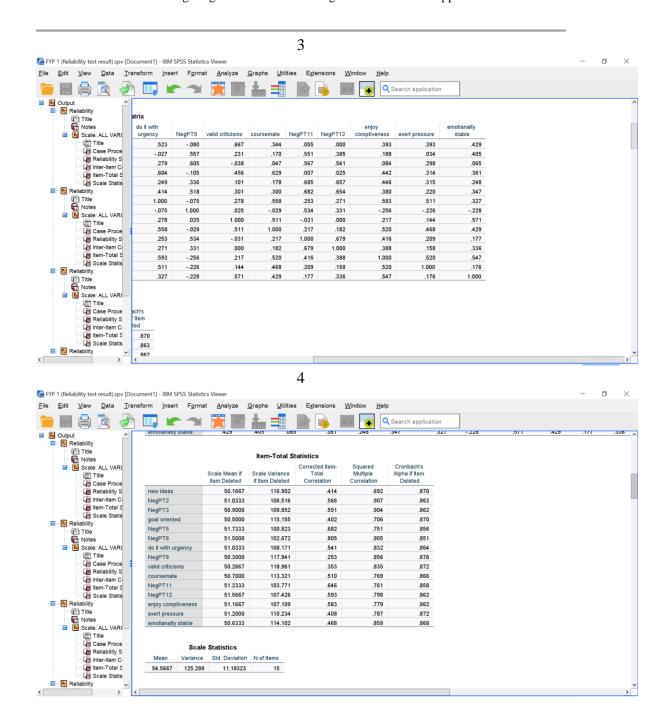




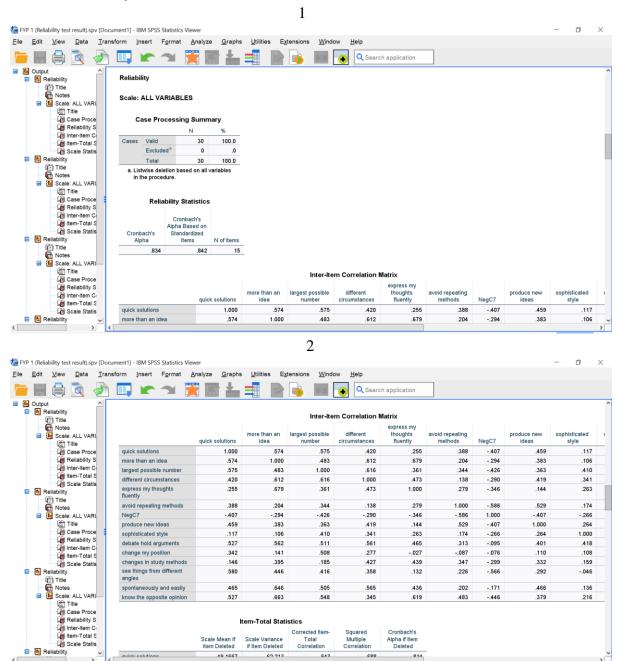
## Appendix 6: Reliability test result for Pilot study

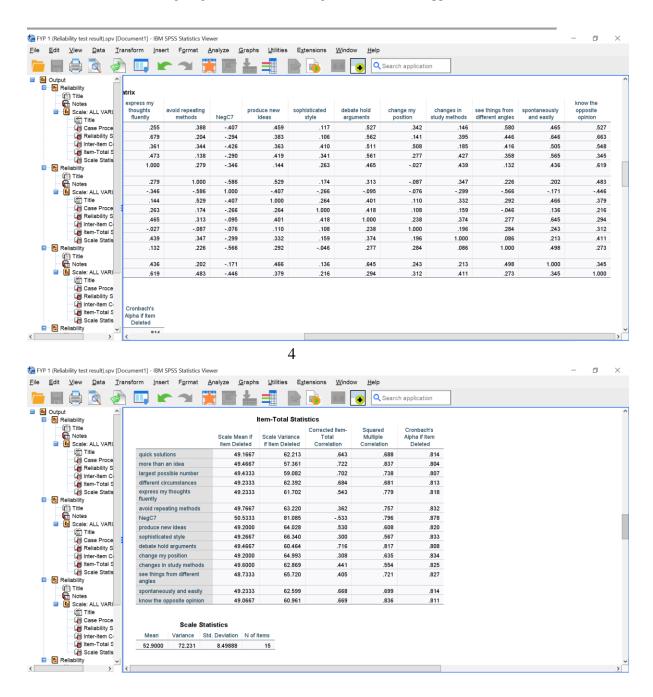
1st IV - Personality Traits

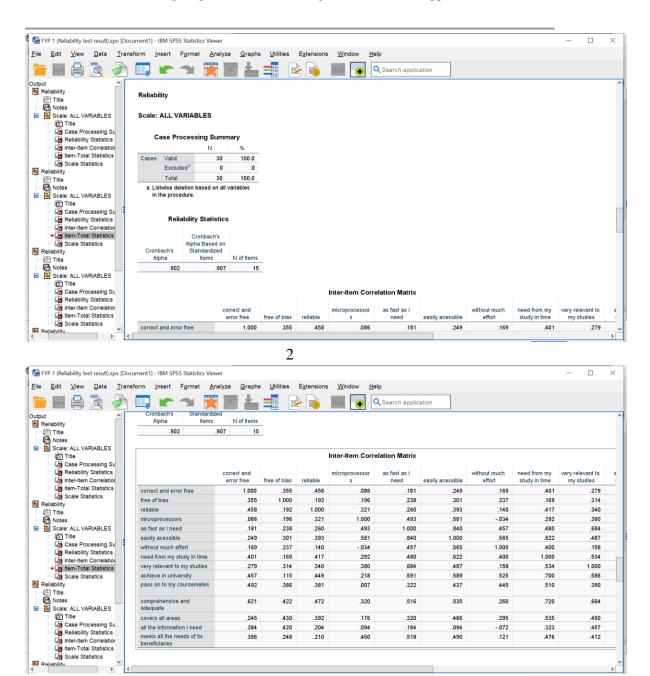


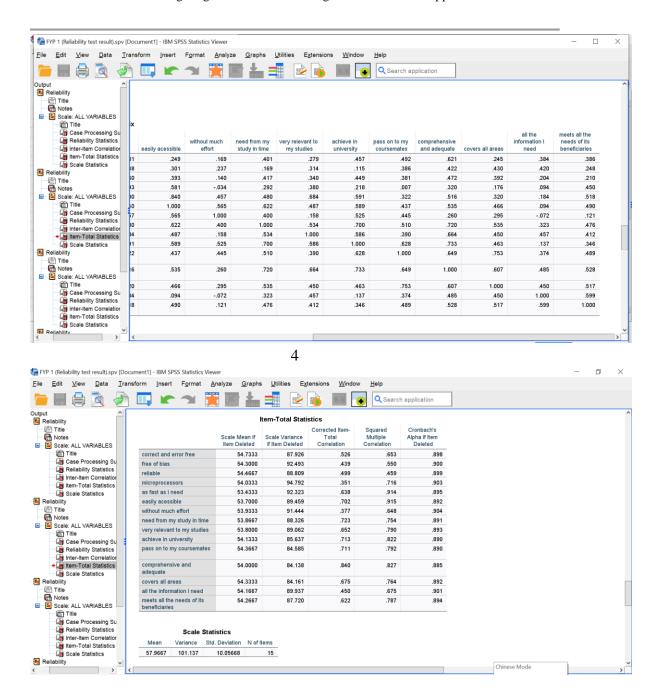


## 2nd IV - Creativity

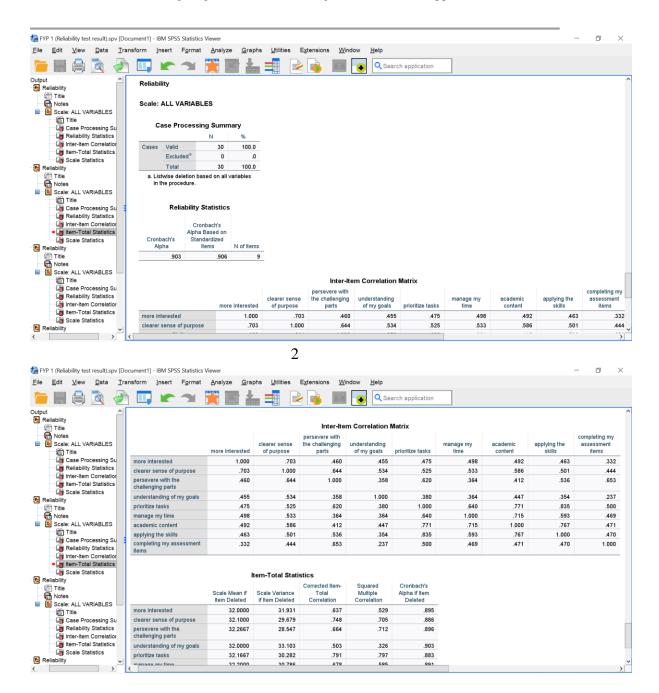


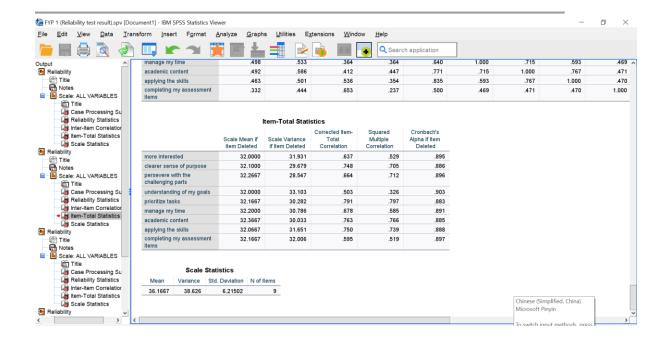






DV - Support for AI Utilization





## Appendix 7: Multiple Regression result for Full study

# Model Summary<sup>b</sup>

			Adjusted R	Std. Error of
Model	R	R Square	Square	the Estimate
1	.715ª	.511	.507	.18089

a. Predictors: (Constant), information, personal traits, creativity

b. Dependent Variable: support

			ANOVA <sup>a</sup>			
		Sum of		Mean		
Model		Squares	<u>df</u>	Square	F	Sig.
1	Regression	13.552	3	4.517	138.049	<.001b
	Residual	12.958	396	.033		
	Total	26.510	399			

a. Dependent Variable: support

## **Coefficients**<sup>a</sup>

		Unstandardized Coefficients		Standardized Coefficients		
Model		В	Std. Error	Beta	t	Sig.
1	(Constant)	1.418	.156		9.071	<.0
	personal	091	.040	109	-2.247	.0
	traits					
	creativity	.412	.048	.472	8.668	<.0
	information	.355	.046	.382	7.701	<.0

a. Dependent Variable: support

b. Predictors: (Constant), information, personal traits, creativity

**Appendix 8:** Pearson's Correlation result for full study – Personality traits (1<sup>st</sup> IV) personal traits |support

personal traits	Pearson Correlation	1	.430**
	Sig. (1-tailed)		<.001
	N	400	400
support	Pearson Correlation	.430**	1
	Sig. (1-tailed)	<.001	
	N	400	400

<sup>\*\*.</sup> Correlation is significant at the 0.01 level (1-tailed).

**Appendix 9:** Descriptive Analysis in Full Study **Statistics** 

				Ctatiotico			
				chinese.mal			
		male fema	18,21,26,	ay.india.othe	public priv	selangor, kl,	day.week.m
		<u>le</u>	31	î	are	perak	onth year
N	Valid	400	400	400	400	400	400
	Missin	20	20	20	20	20	20
	g						
Mean		1.5275	2.0050	1.9750	1.4125	1.8750	1.5850
Std. D	Deviation	.49987	1.04772	.79433	.49290	.84627	.62350

Frequency table:

## Gender

		Frequenc		Valid	Cumulative
		у	Percent	Percent	Percent
Valid	male	189	45.0	47.3	47.3
	female	211	50.2	52.8	100.0
	Total	400	95.2	100.0	
Missing	System	20	4.8		
Total		420	100.0		

-		
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			3		
		Frequenc		Valid	Cumulative
		у	Percent	Percent	Percent
Valid	18-20	165	39.3	41.3	41.3
	21-25	121	28.8	30.3	71.5
	26-30	61	14.5	15.3	86.8
	31 or above	53	12.6	13.3	100.0
	Total	400	95.2	100.0	
Missing	System	20	4.8		
Total		420	100.0		

			Ethnic		
		Frequenc		Valid	Cumulative
		у	Percent	Percent	Percent
Valid	chines	131	31.2	32.8	32.8
	malay	148	35.2	37.0	69.8
	india	121	28.8	30.3	100.0
	Total	400	95.2	100.0	
Missing	System	20	4.8		
Total		420	100.0		

Type of university

		Frequenc		Valid	Cumulative
		у	Percent	Percent	Percent
Valid	public	235	56.0	58.8	58.8
	private	165	39.3	41.3	100.0
	Total	400	95.2	100.0	
Missing	System	20	4.8		
Total		420	100.0		

S	τ	а	τ	е

		Frequenc		Valid	Cumulative
		у	Percent	Percent	Percent
Valid	selangor	171	40.7	42.8	42.8
	kl	108	25.7	27.0	69.8
	perak	121	28.8	30.3	100.0
	Total	400	95.2	100.0	
Missing	System	20	4.8		
Total		420	100.0		

Appendix 10: The Krejcie and Morgan table

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—Nis population size. Sis sample size.

Source: Krejcie & Morgan, 1970