



**EXAMINING THE FACTORS INFLUENCING OFFICE
WORKERS' INTENTION TO ADOPT GENERATIVE
ARTIFICIAL INTELLIGENCE (AI)**

THESIS

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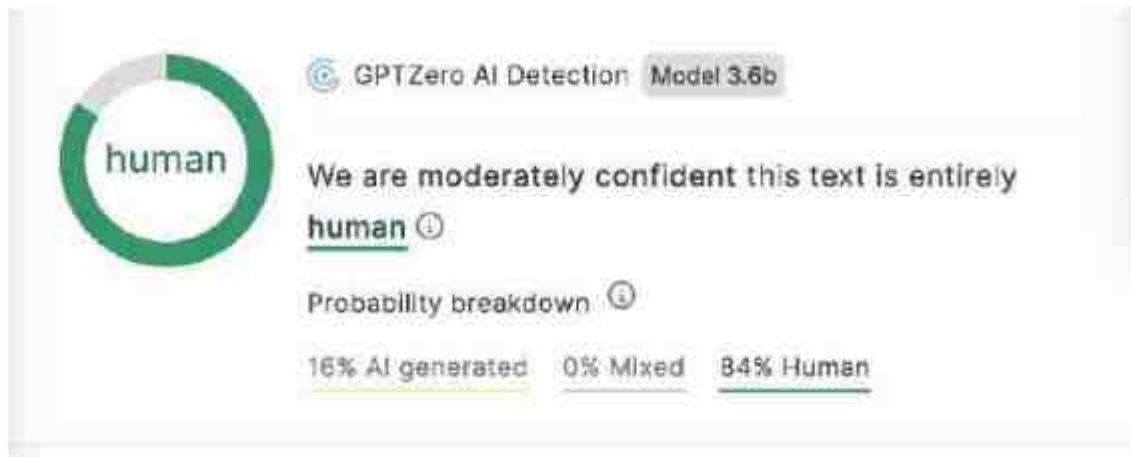
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ABSTRACT

The rapid development of artificial intelligence technology has driven transformation in various industries, including the office work environment. One of the popular AI technologies is Generative AI, a technology that is able to produce new content and has been used to increase employee productivity, efficiency, and creativity. This study aims to examine the intrinsic and extrinsic factors that influence office workers' intentions to adopt Generative AI. Intrinsic factors include perceptions of usefulness and ease of use, while extrinsic factors include technology compatibility, support from top management, and competitive pressure from the external environment. This study uses a quantitative approach with a survey method of office workers from various industries which is distributed through an online form. The data obtained is analysed to identify the main factors that influence the intention to adopt the technology. The results of this study are expected to provide a deeper understanding of the key factors that drive the adoption of Generative AI in the work environment and provide practical input for organizations in integrating this technology more effectively to support organizational performance.

Keyword: technology adoption; intrinsic factors; extrinsic factors; generative AI; office workers

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