



UNIVERSITAS ANDALAS

THESIS

**ANALYZING MEDIATING EFFECT OF DEHUMANIZATION ON
CONSUMER PERCEPTION USING TAM MODEL**

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ABSTRACT

This study investigates the effect of Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Service Quality (SQ) on Consumer Perception, alongside the mediating role of Dehumanization, among Gen-Z e-commerce users in Padang City. Using a quantitative approach based on the TAM and E-S-QUAL frameworks, primary data from 112 respondents was analyzed via Multiple Linear Regression and the Sobel Test. The results reveal that PU, PEOU, and SQ positively and significantly impact Consumer Perception, with SQ being the strongest predictor. Conversely, Dehumanization has no significant direct or mediating effect. These findings highlight a strong sense of "digital pragmatism" among Gen-Z users, demonstrating that their prioritization of functional efficiency and reliable problem resolution completely overrides the psychological cost of emotionless AI interactions. Keywords: Artificial Intelligence, Chatbot, Technology Acceptance Model, Service Quality, Dehumanization, Consumer Perception, Generation Z

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