

Muhammad Thoyib Amali | Universitas Ahmad Dahlan

GRAMMARLY ADOPTION AMONG HIGHER-EDUCATION STUDENTS IN YOGYAKARTA

THE IMPACT OF ONLINE AD EXPOSURE AND REFERENCE GROUP
WITH THE MEDIATING ROLE OF TRUST

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INTRODUCTION

- Education is one of the aspects influenced by technological advancements, especially with the COVID-19 pandemic breaking out in 2020 (Panigrahi, 2020)
- Artificial intelligence tools such as Grammarly have become pivotal in language education, presenting an innovative approach to improving language learning and writing abilities (Alotaibi, 2023; Fitria, 2021).
- Grammarly is considered helpful and widely used in many colleges and universities around the world (Vo & Nguyen, 2020)

INTRODUCTION

- This research's primary objective is to examine how online ad exposure and reference groups impact the adoption of Grammarly while considering the mediating role of trust.
- In addition to utilizing trust as a mediating variable, this research also introduces a more concentrated subject area as a novelty.
- This research also validates the previously identified research gap and serves as a valuable resource for assessing and gaining insights into strategic communication in the digital era.

LITERATURE AND METHODOLOGY

Diffusion of Innovation Theory

Online Ad Exposure

Reference Group

Trust

Adoption Behaviour

Path Analysis Using SmartPLS

Survey

Likert 5 Scale

Purposive Sampling

120 Respondents

RESULT AND DISCUSSION

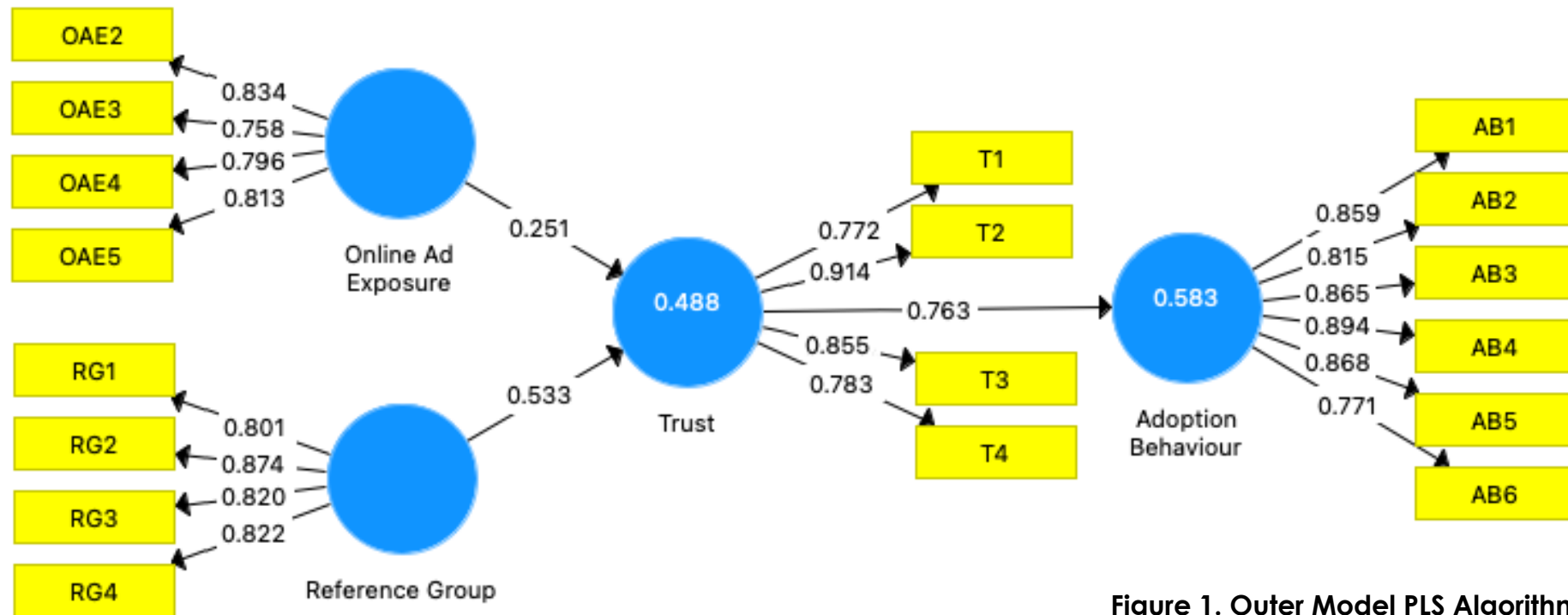


Figure 1. Outer Model PLS Algorithm

RESULT AND DISCUSSION

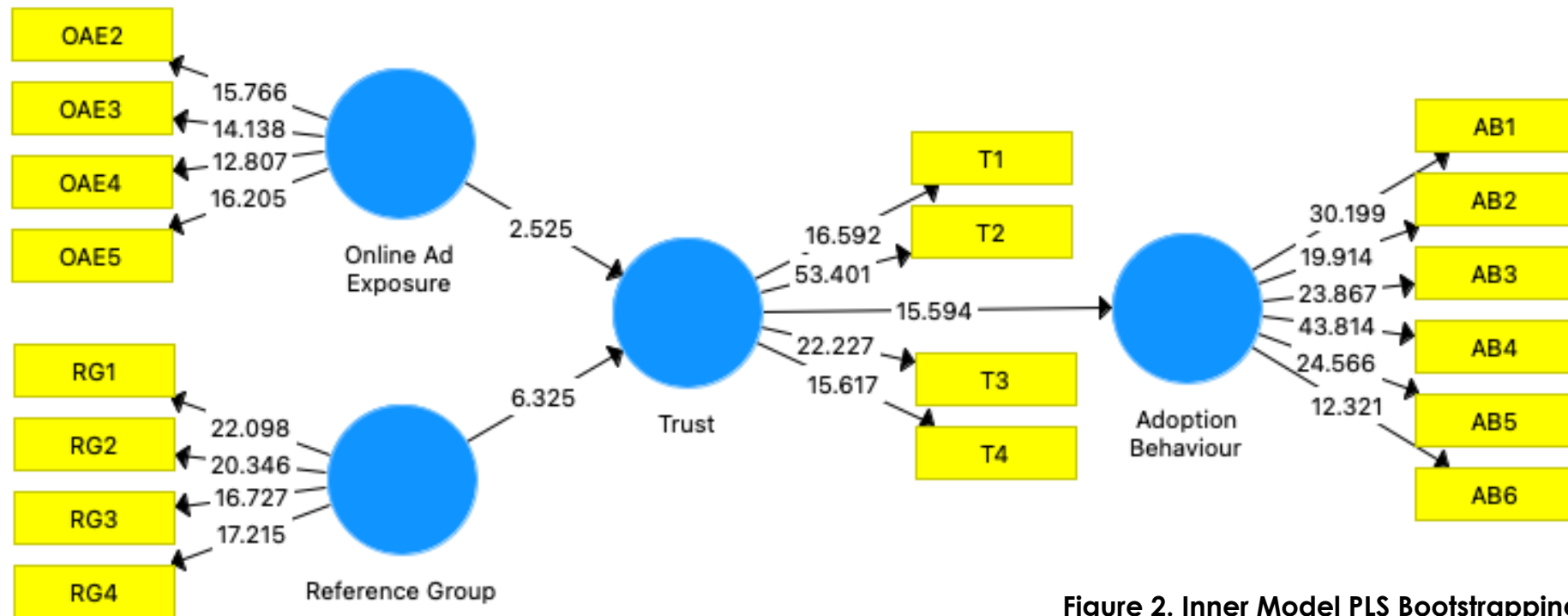


Figure 2. Inner Model PLS Bootstrapping

RESULT AND DISCUSSION

Trust Control	Std. Err.	T-Stat.	P-Val.
OAE → AB	0.027	1.778	0.075
RG → AB	0.053	4.092	0.000

Table 1. Sobel Test

RESULT AND DISCUSSION

- Exposure to Grammarly's online ad will provide individuals with knowledge and trust regarding the innovations.
- On the other hand, reference groups such as lecturers and college friends also play a significant role in forming beliefs that ultimately give rise to adoption behavior.
- Innovation will be much more accepted if spread through various channels, especially using the two-step flow model (Venus, 2019).

1. There is an influence of online ad exposure on Grammarly adoption behavior among higher-education students in Yogyakarta, which is fully mediated by trust
2. There is an influence of reference groups on Grammarly adoption behavior among higher-education students in Yogyakarta, which is partially mediated by trust.



CONCLUSION

THANK YOU

Muhammad Thoyib Amali | Department of Communication | Universitas
Ahmad Dahlan | muhammad.amali@comm.uad.ac.id | 2023

