

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Intensitas Penggunaan *Artificial Intelligence* (AI) Literasi Digital dan *Self Efficacy* Terhadap Kemandirian Belajar Mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Malikussaleh

Penelitian ini bertujuan untuk menganalisis pengaruh intensitas penggunaan *Artificial Intelligence* (AI), literasi digital, dan *self-efficacy* terhadap kemandirian belajar mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi penelitian adalah mahasiswa aktif Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Malikussaleh dengan sampel sebanyak 91 responden yang dipilih menggunakan teknik *probability sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis regresi linier berganda dengan bantuan SPSS, meliputi uji kualitas data, uji asumsi klasik, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa intensitas penggunaan *Artificial Intelligence* (AI) berpengaruh positif dan signifikan terhadap kemandirian belajar, literasi digital tidak berpengaruh signifikan terhadap kemandirian belajar, sedangkan *self-efficacy* berpengaruh positif dan signifikan terhadap kemandirian belajar mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Dengan demikian, kemandirian belajar mahasiswa lebih dipengaruhi oleh intensitas penggunaan AI dan *self-efficacy* dibandingkan literasi digital, sehingga perguruan tinggi perlu mengoptimalkan pemanfaatan AI secara bijaksana serta meningkatkan keyakinan diri mahasiswa dalam mendukung proses pembelajaran mandiri.

Kata kunci: *Artificial Intelligence* (AI), intensitas penggunaan AI, literasi digital, *self-efficacy*, kemandirian belajar

ABSTRACT

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Title : The Effect of Artificial Intelligence (AI) Usage Intensity, Digital Literacy, and Self-Efficacy on the Self-Directed Learning of Students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University

This study aims to analyze the influence of the intensity of Artificial Intelligence (AI) use, digital literacy, and self-efficacy on the learning independence of students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. This study employed a quantitative approach with an associative research design. The population consisted of active students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. A total of 91 respondents were selected using a probability sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression analysis with the assistance of SPSS. The analysis included data quality tests, classical assumption tests, the t-test, the F-test, and the coefficient of determination. The results indicate that the intensity of Artificial Intelligence (AI) use has a positive and significant effect on learning independence, digital literacy has no significant effect on learning independence, while self-efficacy has a positive and significant effect on the learning independence of students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. Therefore, students' learning independence is influenced more by the intensity of AI use and self-efficacy than by digital literacy. Accordingly, higher education institutions should optimize the wise utilization of AI and enhance students' self-confidence to support independent learning.

Keywords: *Artificial Intelligence (AI), intensity of AI use, digital literacy, self-efficacy, learning independence.*