

**ICES2024\_Summer: Abstract for Review**

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| **Title** | | **Research on the relationship between characteristics of AI recommendation services and usage intention**  **- with a focus on the "Perfect Day”-** | | |
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| Previous research on application characteristics has shown that some characteristics of mobile applications have a significant impact on users' perceived value and intention to continue using them. Existing studies have continued to investigate the relationship between mobile application characteristics and users' intention to use, but there is a lack of research on AI recommendation service system characteristics and intention to use.  Therefore, this study focuses on the value-based acceptance theory to derive the characteristics of the AI recommendation service of the 'Perfect Day' application, which utilizes an AI course recommendation system, and conducts an empirical analysis of the factors affecting users' intention to use the service, with functional and hedonic values perceived by users as parameters and the degree of experience as a control variable. We conducted in-depth interviews with 7 users of the 'Perfect Day' application and extracted 4 final characteristics (Massive Information Quantity, Context based provision, Expectation Satisfaction, and Easiness) through topic modeling.  A survey was conducted with 100 respondents, and the hypotheses were tested using JASP's SEM path analysis. Through the test, all but two of the independent variables were accepted except for the hypotheses that Context Based Provision has a positive effect on both functional and hedonic value, and Massive Information Quantity has a negative effect on hedonic value, confirming that the remaining characteristics have a positive effect on the parameters and intention to use.  The significance of this study is that the existing e-SERVQUAL attributes were extracted and derived through topic modeling based on in-depth interviews with users. In addition, by understanding how the independent variables actually affect users' perceived value and usage intentions, we expect that the findings can be used to advance AI in a variety of applications and services, not just the "perfect day". | | | | |
| **Five Keywords** | AI recommendation service, perceived value, usage intention, VAM, Topic modeling | | | |