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User Acceptance Analysis of AI GROK on Platform X

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Abstract

Significant changes have been brought about by advancements in artificial intelligence (AI) to digital platforms, including social media. One of the latest innovations is the integration of GROK AI into Platform X, designed to enhance user interaction, productivity, and the overall user experience. This study uses the Technology Acceptance Model (TAM) to examine user acceptance of AI GROK, focusing on four main factors: perceived ease of use, perceived usefulness, user attitude and intention to continue using the feature. Data were collected via a questionnaire distributed to active Platform X users who had interacted with GROK AI. The findings aim to provide insights into user perceptions and behaviour to support the development of more effective and user-centric AI features. This research is expected to benefit developers, digital service providers and other stakeholders involved in improving AI integration.

Keywords: *Artificial Intelligence; AI Grok; Platform X; Technology Acceptance Model*

1. Introduction

The development of artificial intelligence (AI) technology has had a significant impact on various aspects of life, including digital interactions on online platforms [1], [2], [3]. One of the latest developments is the introduction of Grok AI on Platform X (formerly Twitter), which aims to improve the user experience by providing an intelligent, adaptive, context-aware virtual assistant [4]. Developed by X AI, Grok AI stands out thanks to its real-time access to social media data, primarily from Platform X, enabling it to provide up-to-date insights and engage in relevant and timely conversations [4]. With its uniquely designed humorous and rebellious personality, Grok offers a different experience to that of conventional AI chatbots, making user interactions more engaging and dynamic [4], [5].

However, while these AI features promise efficiency and convenience, the adoption of AI technology still faces challenges related to perceived usefulness, ease of use, and user trust and privacy [2], [6], [7], [8]. Therefore, understanding the factors that influence user acceptance of Grok is important, especially for technology developers and digital platform providers [2], [8].

Based on this background, this study seeks to identify and analyze what factors influence user acceptance of the use of Grok AI on the X platform. This research uses the Technology Acceptance Model (TAM) approach which has been widely used in analyzing the adoption of new technologies by users [9], [10], [11], [12], [13]. The model includes five main variables, namely Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Toward Using (ATU), Behavioral Intention (BI)[9], [11], as well as additional variables Social Influence, Trust, Privacy, and Security (STPS) which are considered relevant in the context of generative AI adoption [2], [6], [7], [8], [14].

Thus, the purpose of this study is to analyze the influence of PU, PEOU, ATU, and STPS on BI in the use of AI Grok by Platform X users [1], [13], [14], [15], [16]. Specifically, this study wants to answer the question of what are the main factors that influence user acceptance and behavioral intentions in utilizing Grok AI, so as to provide strategic recommendations for developers and platform managers in increasing the adoption of AI technology in the future.

2. Research Methods

The research was conducted using a quantitative approach to measure acceptance of Grok AI among Application X users, in accordance with predetermined respondent criteria [17], [18]. The research involved the following stages: conceptual model and hypothesis development; questionnaire design; data collection; data analysis; and finally, report writing. These stages are shown in Fig 1.

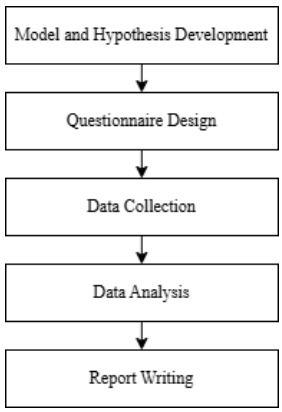

Fig. 1: Research Stages

Figure 1 shows the systematic stages in this research [19], starting from the development of models and hypotheses based on TAM theory, followed by designing relevant questionnaires, collecting respondent data, analyzing data using a quantitative approach (PLS-SEM) [16], [17], [18], to preparing research reports. These stages ensure that the research process is structured and the results obtained can be scientifically accounted for.

2.1. Conceptual and Hypothesis Model Development

This study uses the Technology Acceptance Model (TAM) to build a conceptual model. First introduced by Fred Davis in 1989 [9], TAM is one of the most widely used theories for analysing user acceptance of technology and information systems [10], [12], [20]. The TAM was chosen because it effectively explains the factors that influence users' intention to use technology (behavioural intention/BI) [9], [11], [13], [16]. In TAM, perceived usefulness (PU) and perceived ease of use (PEOU) are the two main constructs that influence user attitude (attitude toward using/ATU), which in turn impacts behavioural intention (BI) [15], [16], [21], [22]. Therefore, this model is highly relevant for measuring the extent to which users are willing to accept and use Grok AI in the context of Application X. This study uses five research variables related to the intention to use the Grok AI feature on Platform X. These variables are:

1. Perceived Usefulness (PU); This variable refers to the extent to which users find Grok AI useful for their daily digital activities. Such benefits include answering questions quickly, summarising information and exploring popular topics on the platform [9], [11], [21], [22]. In TAM, PU is one of the main predictors of the intention to use the system [9], [11], [16].
2. Perceived Ease of Use (PEOU); This variable measures how easy users perceive Grok AI to be to use, including the ease with which commands can be issued, the clarity of the results provided, and the intuitiveness of the interface design [9], [11], [21], [22]. According to Davis's Technology Acceptance Model (TAM), such perceptions significantly influence attitudes and intentions to use new technological systems [9], [11], [16], [21].
3. Behavioral Intention (BI); This variable refers to respondents' intention and desire to use Grok AI for activities on Platform X, such as searching for information, identifying trends and efficiently responding to content [13], [22]. In the TAM model, AI is the main dependent variable reflecting the likelihood of users adopting the technology in the near future[13], [16].
4. Attitude Toward Using (ATU); This variable reflects users' attitudes towards using Grok AI in their digital activities. These attitudes include how comfortable they are interacting with it, how useful they find the information it provides, and how much added value they perceive in using the feature [11], [16], [21], [22]. In TAM, ATU acts as a mediator between PU, PEOU and the intention to use technology [15], [16].
5. Social Influence, Trust, Privacy, and Security (STPS); These variables include external factors such as social influence from the surrounding environment, trust in the reliability of Grok AI and concerns about privacy and security when using these features on Platform X. A study by Rana et al. (2024) [23] shows that social factors and trust positively influence the adoption of technology, whereas privacy and security issues are critical considerations when using AI-based systems [2], [6], [8].

Table 1: Hypothesis Question Table

Hypothesis	Statements
H1	The greater the perceived ease of use (PEOU) of Grok AI, the greater its perceived usefulness (PU).
H2	Perceived ease of use (PEOU) positively influences user attitudes towards using Grok AI.
H3	Perceived usefulness (PU) positively influences user attitudes towards using Grok AI (ATU).
H4	User attitude towards using Grok AI positively influences user behavioural intention.
H5	STPS factors positively influence user intention to use Grok AI (BI).

The five hypotheses above are designed to test how the variables in the TAM model and the external factors of STPS interact with each other in influencing user acceptance of Grok AI. Hypotheses H1-H4 follow the basic structure of TAM [9], [11], while H5 expands the model to include social, trust, privacy, and security aspects [6], [14], [23]. By testing these hypotheses, the research aims to provide a comprehensive picture of the key factors that influence users' acceptance of Grok AI on platform X.

2.2. Questionnaire Design

Based on previous research, the questionnaire used for data collection is designed to measure the number of latent variables from five indicator variables, each of which has three questions [24], [25], [26]. Each question is answered using a Likert scale with five answer options: 'strongly disagree', 'disagree', 'neutral', 'agree' and 'strongly agree', each mapped to a value between 1 and 5. Respondents can fill in each scale according to their level of agreement with the available indicators. The questions asked in the questionnaire are shown in Table 2.

Table 2: Question Table

Hypothesis	Statements
Perceived Usefulness (PU)	(PU1) I feel AI Grok helps me understand information quickly on platform X (PU2) I find AI Grok useful in finding relevant information (PU3) AI Grok improves my efficiency in using platform X
Perceived Ease of Use (PEOU)	(PEOU1) I find AI Grok easy to use even by new users (PEOU2) I can interact with AI Grok without any difficulty (PEOU3) I find the features of AI Grok easy to understand without the help of others
Behavioral Intention (BI)	(BI1) I intend to continue using AI Grok on platform X (BI2) I would recommend AI Grok to others (BI3) I am interested in trying out other features of AI Grok
Attitude Toward Using (ATU)	(ATU1) I feel happy using AI Grok (ATU2) I feel comfortable using AI Grok in my daily life on platform X (ATU3) I have a positive outlook towards using AI Grok
Attitude Toward Using (ATU)	(STPS1) I trust AI Grok to keep my personal data confidential (STPS2) I feel safe sharing personal things on AI Grok (STPS3) I agree that AI Grok explains data usage transparently

Table 2 details the questionnaire statements used to measure each latent variable in the research model. Each construct is represented by three indicators that were developed based on theory and previous research [24], [26]. The statements were designed to capture respondents' perceptions of Grok AI in the context of platform X, using a likert scale as the primary measurement tool. The data obtained from this questionnaire became the basis for the subsequent statistical analysis process.

2.3. Collection of Data

Data was collected by distributing online questionnaires. This study focuses on people aged 17-30 who have used Grok AI on the X application. The size of the data sample to be used in this study is based on the principle of 10:1 in the Structural Equation Model (SEM) [13], [17], [18]. This means that every one indicator can represent ten measured respondents [17], [18]. Thus, based on this principle, the minimum number of respondents required is 150.

2.4. Analysis of Data

The PLS-SEM (Partial Least Squares-Structural Equation Modelling) stage was used to validate the research model and assess the hypotheses presented in the analysis of the data. PLS-SEM (Partial Least Squares-Structural Equation Modelling) is used to analyse multivariate data and help researchers test the reliability and validity of indicators and constructs to produce interconnected data [18].

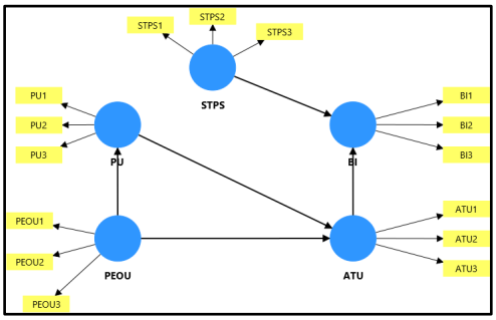

Fig. 2: Path models based on TAM theory

Figure 2 illustrates a path model based on the Technology Acceptance Model (TAM) theory [11], where each construct is measured by several indicators. This model shows the relationship between constructs such as Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Toward Using (ATU), and Behavioral Intention to Use (BI) [12], [16], as well as the relationship with external factors such as system quality or stimulus. The direction of the arrows shows the influence between constructs, which is then further analyzed in hypothesis testing. This model is the basis for understanding user acceptance of the use of AI Grok technology on platform X [4], [5].

2.5. Report Writing

The final stage of this research project involves preparing a report on the results of the entire study. This report will include details of the research stages, the results of the questionnaire testing and the final results of the data analysis process, as well as the conclusions drawn from the research [19].

3. Results and Discussion

3.1. Data Collection Results

From the questionnaire distributed online, mainly through the X application, data was obtained from 153 respondents and people who have used Grok AI in the past three months with three people aged 18 years, 18 people aged 19 years, 38 people aged 20 years, 41 people aged 21 years. 39 people aged 22, five people aged 23, four people aged 24, four people aged 25 and one person aged 26.

3.2. Validity Test

The validity test is carried out to determine the extent to which the question items (indicators) in the questionnaire are actually able to measure the intended construct (latent variable) [18], [24], [25], [26]. In this study, the validity test was carried out using outer loading analysis on each indicator [16], [18]. An indicator is declared valid if its outer loading value is greater than the r-table value (0.159) and has a significant p-value ($p < 0.05$) [20].

Table 3: Validity Test

Indicator	Outer Loadings	r-table	Conclusion
PU1	0.769	0.159	Valid
PU2	0.77	0.159	Valid
PU3	0.795	0.159	Valid
PEOU1	0.77	0.159	Valid
PEOU2	0.753	0.159	Valid
PEOU3	0.799	0.159	Valid
BI1	0.832	0.159	Valid
BI2	0.843	0.159	Valid
BI3	0.695	0.159	Valid
ATU1	0.846	0.159	Valid
ATU2	0.814	0.159	Valid
ATU3	0.686	0.159	Valid
STPS1	0.758	0.159	Valid
STPS2	0.88	0.159	Valid
STPS3	0.865	0.159	Valid

Based on the test results shown in Table 3, all indicators have an outer loading value above 0.159 and a significant p-value. This shows that all indicators in the PU (Perceived Usefulness), PEOU (Perceived Ease of Use), BI (Behavioral Intention), ATU (Attitude Toward Using), and STPS (Social Platform Technology System) constructs have met the validity criteria.

The Perceived Usefulness (PU) construct consists of 3 indicators, namely PU1 (0.769), PU2 (0.770), and PU3 (0.795). All of them have high and consistent outer loading values, indicating that the three questions are valid in measuring the perceived usefulness of AI Grok on the X platform [11], [15], [16], [27]. The Perceived Ease of Use (PEOU) construct also has 3 indicators, namely PEOU1 (0.770), PEOU2 (0.753), and PEOU3 (0.799). All three values are above the minimum limit, so it can be concluded that these indicators are valid in measuring the perceived ease of use of AI Grok [11], [15], [16], [27].

The Behavioral Intention (BI) construct consists of BI1 (0.832), BI2 (0.843), and BI3 (0.695). Although the value of BI3 is slightly lower than the other two indicators, the value is still above the r-table and significant, so it remains valid for use [11], [15], [16], [27]. The Attitude Toward Using (ATU) construct has three indicators, namely ATU1 (0.846), ATU2 (0.814), and ATU3 (0.686). Just like the previous constructs, all three are valid because their values exceed the minimum limit of validity [11], [15], [16], [27].

The Social Influence, Trust, Privacy, Security (STPS) construct is measured by STPS1 (0.758), STPS2 (0.880), and STPS3 (0.865). All indicators show a very high outer loading value, which indicates that these indicators are very good at measuring the STPS construct [6], [7], [14]. Overall, it can be concluded that all indicators in the questionnaire have good validity and can be used for further analysis.

3.3. Reliability Test

The reliability test aims to assess the consistency and stability of the research instrument in measuring the intended construct [18], [20], [24]. The test is carried out by referring to the Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) [13], [18], [20] values. In this study, the construct is declared reliable if it meets the criteria for Cronbach's Alpha ≥ 0.6, CR ≥ 0.7, and AVE ≥ 0.5 [18], [25].

Table 4: ReabilityTest

Variable	Cronbach's Alpha	Composite Reliability	AVE	Description
PU	0.675	0.822	0.606	Reliable
PEOU	0.676	0.818	0.600	Reliable
ATU	0.687	0.827	0.617	Reliable
BI	0.700	0.835	0.629	Reliable
STPS	0.797	8.874	0.699	Reliable

The test results displayed in Table 4 show that all constructs meet the specified reliability criteria. The Composite Reliability value of the five constructs is above 0.7, with a range between 0.818 to 0.874, which indicates that the internal consistency between indicators in each construct is in the good category. The AVE value also shows adequate results, which is above 0.5 on all constructs, which reflects convergent validity is met.

Although there are some Cronbach's Alpha values that are slightly below 0.7, such as in the PU (0.675), PEOU (0.676), and ATU (0.687) constructs, these values are still acceptable in the context of exploratory research [24], [25], [28]. This shows that although not fully optimal, the level of consistency between items in the construct is good enough to support further analysis. With the fulfillment of reliability criteria on all constructs, the instruments used in this study are declared reliable and suitable for use in the next stage of analysis.

3.4. Inner Model Test

The inner model or structural model test is used to measure the relationship between latent constructs in the research model. There are three main stages in testing the inner model, namely: (a) analysis of the path coefficient value, (b) coefficient of determination (R^2), and (c) t-statistic test to determine the significance of the relationship between variables [11].

A. Path Coefficient

The path coefficient shows the direction and strength of the relationship between constructs in the model. A path coefficient (β) value greater than 0.1 indicates a significant influence between one construct and another [11].

Table 5: Path Coefficient

Variable	β (Path Coefficient)
ATU - BI	0.545
PEOU - ATU	0.319
PEOU - PU	0.327
PU - ATU	0.533
STPS - BI	0.171

Based on the results in Table 5, all path coefficient values in the research model are above 0.1. The strongest relationship is seen in the ATU → BI construct with a β value of 0.545, which indicates that attitude towards use (ATU) contributes greatly to intention to use (BI). Similarly, the effect of PU → ATU is also very strong with a β value = 0.533.

Other relationships, such as PEOU → PU (β = 0.327) and PEOU → ATU (β = 0.319), show that perceived ease of use also influences perceived benefits and attitude towards use. Meanwhile, the effect of STPS → BI (β = 0.171) is also in the moderate category, although not as large as other constructs. All of these relationships are theoretically relevant and support the framework proposed in the study.

B. Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure how much the independent variables in the model are able to explain the dependent variable [17], [18]. A high R^2 value indicates that the model has good predictive power [18].

Table 6: Coefficient of Determination

Variable	Coefficient	T-Statistic
ATU	0.497	0.491
BI	0.428	0.421
PU	0.107	0.101

Based on Table 6, the ATU variable has the highest R^2 value of 0.497, which means that about 49.7% of the variation in the ATU construct can be explained by PU and PEOU. This indicates that ease of use and perceived usefulness are instrumental in shaping user attitudes towards AI Grok.

Furthermore, BI has an R^2 value of 0.428, which means that 42.8% of the variation in usage intention can be explained by ATU and STPS. Meanwhile, PU has the lowest R^2 value of 0.107, which indicates that only about 10.7% of perceived benefits can be explained by perceived ease of use.

Although not all R^2 values are high, these results still indicate that the model used in this study is good enough to describe the relationship between constructs, especially in the context of AI Grok adoption by platform X users.

C. T-test

The T-test is used to assess the statistical significance of each relationship path in the model [20]. Generally, a relationship is considered significant if the T-statistic value > 1.96 at the 5% significance level ($p < 0.05$) [18].

Table 7: T-test

Variable	T-Statistic	p-Value
PEOU - PU	2.975	0.003
PEOU - ATU	4.027	0.000
PU -ATU	6.188	0.000
ATU - BI	6.412	0.000
STPS - BI	1.969	0.049

The test results displayed in Table 7 show that all relationships between variables have T-statistic values that exceed 1.96 and p-values below 0.05. This means that all paths in the model are statistically significant.

The most significant relationship was shown by ATU → BI (T = 6.412; p = 0.000), followed by PU → ATU (T = 6.188; p = 0.000), and PEOU → ATU (T = 4.027; p = 0.000). This indicates that user attitude and perceived benefits have a strong influence on usage intention. Meanwhile, the relationships of PEOU → PU (T = 2.975; p = 0.003) and STPS → BI (T = 1.969; p = 0.049) are also significant, although the effect is relatively smaller. The p value on the STPS to BI path is at the lower limit of significance, but still acceptable. Overall, the T-test results show that all relationships in the model support the proposed hypotheses, and the structural model can be said to be empirically valid.

3.5 Hypothesis Test

Hypothesis testing is carried out in accordance with the tests carried out previously, with the hypothesis indicators that have been formulated.

1. H1: The T-test of 2.975 with a significance value (p-value) of 0.003 shows that the variable PEOU → PU has a T value above 1.96 and a p-value below 0.05. This indicates a significant influence, so hypothesis 1 is accepted. This indicates a significant influence, so hypothesis 1 is accepted.
2. H2: The T-test of 4.027 with a p-value of 0.000 indicates that the variable PEOU → ATU has a significant effect (T > 1.96 and p < 0.05). Therefore, hypothesis 2 is accepted.
3. H3: The T-test of 6.188 with a p-value of 0.000 indicates that the variable PU → ATU also has a significant effect on ATU. Therefore, hypothesis 3 is accepted.
4. H4: The T-test of 6.412 with a p-value of 0.000 indicates that the variable ATU → BI has a significant effect on BI. Therefore, hypothesis 5 is accepted.
5. H5: The T-test of 1.969 with a p-value of 0.049 indicates that the variable STPS → BI has a statistically significant effect even though it is close to the significance limit (T > 1.96). Therefore, hypothesis 6 is accepted.

Based on the results of the hypothesis test, all relationships between variables in this research model are statistically significant and all hypotheses proposed are successfully accepted. This shows that the research model built has good predictive power in explaining the factors that influence the intention to use AI Grok on the X platform. The findings also reinforce that perceived ease of use, perceived usefulness, attitude towards use, and social platform technology stimulus all contribute significantly to the formation of user attitudes and intentions.

4. Conclusion

Based on the results of the research, which used the Technology Acceptance Model (TAM) to study the acceptance of the AI Grok tool among students, it can be concluded that perceived usefulness (PU), perceived ease of use (PEOU) and attitude towards use (ATU) significantly influence behavioural intention (BI) to use AI Grok [11], [15], [16]. This finding is reinforced by the p-value of less than 0.05 and the positive path coefficient value.

Of all the variables, attitude towards use (ATU) has the greatest influence on behavioural intention. This suggests that a positive attitude towards AI Grok is key to encouraging students to continue using the application. In addition, perceptions of ease of use and the benefits obtained also contribute to shaping this interest. Therefore, the easier the application is to use and the more useful it is perceived to be, the greater the likelihood that students will continue to use it.

5. Suggestions

Based on the research results obtained, several suggestions for further research can be made.

1. For example, the TAM model could be developed further by adding external variables such as intrinsic motivation, technology usage habits or social support.
2. A mixed methods approach should be used that does not rely solely on quantitative data, but is also complemented by interviews or case studies in order to capture user perspectives more holistically.
3. The changes in student behaviour after using AI Grok should be examined more deeply.

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