

**THE ACCEPTANCE AND USE OF CHATGPT IN
AFRICAN UNIVERSITIES: AN EXAMINATION OF
INTEGRATION, IMPACT, AND CHALLENGES IN
HIGHER EDUCATION**

UNDERGRADUATE THESIS



Written By :

PAP CHEYASSIN CHAM

20200410567

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2023

THE ACCEPTANCE AND USE OF CHATGPT IN AFRICAN UNIVERSITIES: AN EXAMINATION OF INTEGRATION, IMPACT, AND CHALLENGES IN HIGHER EDUCATION

UNDERGRADUATE THESIS

Submitted as a requirement for obtaining a bachelor's degree at the International Program of Management and Business Faculty of Economics and Business

Universitas Muhammadiyah Yogyakarta



Written By :

PAP CHEYASSIN CHAM

20200410567

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2023

STATEMENT OF ORIGINALITY

STATEMENT OF ORIGINALITY

The undersigned,

Name : Pap Che Yassin Cham

Student number : 20200410567

Program of study : International Program of Management and Business

I certify that this thesis is completely my personal work and has not been submitted for a degree in any university. I am responsible for the content. Other writer's opinions and findings included in this thesis are quoted and noted in the reference section.

Yogyakarta, July, 30 2024



Pap Che Yassin Cham

20200410567

MOTTO

“Everything is possible when you put your mind to it”

“Alhamdullillah I give all praise to Allah, faith keeps me going still this day”

DEDICATION

This thesis is dedicated to my father, Momodoulamin cham, and mother, Isatou Grant, who have unconditionally loved me and provided encouragement and support during the difficult process of my studies. This thesis is also dedicated to my brothers, friends, and family, all of whom I am extremely fortunate to have in my life.

Thank you.

PREFACE

First of all, we are grateful to God Almighty for giving him this chance and giving him the ability to move forward with success. I would want to express my gratitude to the following people for their unwavering support and bravery in helping me with my coursework and thesis writing. This study was carried out with continuous support in the form of materials, funds, advice, etc. I would like to sincerely thank the following individuals:

- My parents for providing me with the opportunity to attend school,
- The Scholarship for Distinguished International Students A scholarship from Universitas Muhammadiyah Yogyakarta has been awarded to me. I am able to obtain a bachelor's degree in the International Program of Management and Business at the Faculty of Management and Business at Universitas Muhammadiyah Yogyakarta.
- Special thanks to Prof. Rizal Yaya, S.E., M.Sc., PhD., Ak., CA CRP, the Dean of the Faculty of Economics and Business, for all of his encouragement and support since I started my studies at UMY.
- I am grateful to my supervisor, Punang Amari Puja, Sed., ST., M.IT, for her patient comments, direction, and encouragement during the thesis writing process. I am also grateful to my lecturer, Dr. Udin, MM, for her unwavering support, counsel, and encouragement throughout my academic career.
- Ismaila Gomez, for his unwavering support and direction during my studies; • The department of the International Program of Management and Business, for all of his assistance during my studies.
- All of my siblings, close friends, and classmates who helped me through all of the challenges I faced while conducting my research, both materially and morally
- Lastly, I would want to express my gratitude to my family in the Gambia for sustaining my mental and physical absence for the past four years, especially to my brothers Bienvenue, Victoire, and Aggee.

**TABLE
OF CONTENTS**

RESEARCH PROPOSAL	iii
STATEMENT OF ORIGINALITY.....	v
PREFACE	viii
ABSTRACT.....	ix
TABLE	x
OF CONTENTS.....	x
LIST OF FIGURES.....	xii
LIST OF TABLES	xiii
CHAPTER 1	14
INTRODUCTION	14
1.1 Background	14
1.2 Research Problem and Rationale.....	16
1.3 Research Questions	18
1.4 Research Objectives	19
CHAPTER 2	23
LITERATURE REVIEW	23
2.1 AI	23
2.1.1 ChatGPT IN EDUCATION	24
2.1.2 Technology Applications of the Internet of Things	25
2.2 AI and Chatbots in Higher Education.....	26
2.3. ChatGPT in Education.....	30
2.4. UTAUT in Education.....	31
2.5 Challenges and opportunities in higher education in Africa	32
2.6 Previous Research	35
2.7 Hypothesis Development	36
2.8 Research Model.....	40
CHAPTER 3	46
RESEARCH METHODS	46

3.0 Research Design	46
3.1 Data Sources.....	46
3.2 Subject and Object of Research.....	47
3.2.1 Subject of Research	47
3.2.2 Object of Research.....	47
3.3 Research Approach.....	49
3.4 Population, Sample, and Sampling Technique	51
3.5 Operational Definitions and Indicators	53
3.5 Quality Control of Instruments.....	56
3.6 Technique for data collection	57
CHAPTER 4	60
RESULT AND DISCUSSION	60
4.1 General Description of Object Researcrh	60
4.1.1 Description of Object Research	60
4.1.2 Distribution of Respondent by Gender	60
4.1.3 Distribution Respondent by Age.....	61
4.1.4 Distribution Respondent by level of Educationt The distribution of.....	62
4.1.5 Distribution Respondent by Student in AfricaThe distribution of respondents	63
4.2 Analysis of Descriptive Statistics	63
4.3 Instruments and Data Quality Test	72
4.3.1 Validity Test	72
4.3.2 Reliability Test.....	73
4.4 Quantitative Research Result	75
4.5 Discussion of Quantitatif Result.....	88
CHAPTER V.....	93
5. 1 Conclusions	93
5. 2 Recommendations	95
5. 3 Research Limitations.....	96
References	97

LIST OF FIGURES

Figure 1.0 Chatbot	20
Figure 2.0 Research model.....	35
Figure 3.0 Systematic Combinig.....	42

LIST OF TABLES

Table 1. 0 Hypothesis.....	36
Table 2. 0 Measurement scale and factor loading	46