ABSTRACT

Voice assistants are devices that utilize AI, machine learning, and NLP to facilitate users to perform diverse tasks verbally. Voice assistants also have a unique feature that allows them to be "always on" so that every sound generated in their background can be analyzed and start interacting with users when they recognize their wake-up command, for instance, "Hey Siri" or "Okay Google", which implies that voice assistants have to be listening to users at all time. This raises the issue of privacy in the form of perceived surveillance. This study aims to assess how perceived surveillance affects the continuance usage intention of voice assistants in Indonesia with the addition of personal information disclosure as a mediator. Surveillance effect model was utilized to measure perceived surveillance.

The model was calculated using PLS-SEM based on online survey data distributed over social media. Additionally, the data collection was performed using convenience sampling and snowball sampling techniques. The total number of respondents included in this study amounted to 222. It was revealed that perceived surveillance affects the continuance usage intention of voice assistants negatively and is partially mediated by personal information disclosure. The result also affirmed that trust, perceived risk, and prior negative experiences are predictors of perceived surveillance. Prior negative experiences and perceived risk have a positive influence on perceived surveillance, whereas trust has a negative influence on perceived surveillance. Therefore, voice assistants companies should be mindful of how their customers' continuance usage intention is affected by how much perceived surveillance they feel.

Keywords: continuance usage intention, information security management, internet of things, perceived surveillance, privacy, voice assistants