

Statistic data test

1. Assesment of the Measurement model

Table 1. Convergent Validity test

	BI	PEoU	PU	SN
BI1	0,928			
BI2	0,904			
BI3	0,906			
PEoU1		0,872		
PEoU2		0,804		
PEoU3		0,810		
PEoU4		0,773		
PU1			0,844	
PU2			0,855	
PU3			0,869	
PU4			0,821	
SN1				0,899
SN2				0,938
SN3				0,903

Table 1 shows that the outer loadings of all variables are greater than 0.70. All BI variables exceed 0.90, indicating that the BI construct's convergent validity is very high. The lowest convergent validity score is for the PeoU4 indicator, but it is still good and does not need to be eliminated.

Table 2. Reliability and Validity				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0,900	0,906	0,937	0,833
PEoU	0,831	0,837	0,888	0,665
PU	0,869	0,870	0,911	0,718
SN	0,901	0,907	0,938	0,834

Table 2 shows that all constructs in the model meet the minimum reliability and validity requirements. All Cronbach's alphas are greater than 0.70, indicating reliability, with the highest values occurring for BI and SN. Reliability is also demonstrated by the composite reliability (rho_a), which exceeds 0.70. This indicates that all variables have good reliability and exhibit no redundancy. All constructs have AVE values > 0.50, thus meeting the convergent validity criteria. The highest AVE values are for the SN and BI constructs, at 0.834 and 0.833, respectively, indicating that these constructs explain more than 80% of the variance in their indicators.

The data show that the outer loadings of all variables in both datasets are greater than 0.70. All BI variables show a value of 0.88, thus concluding that the BI construct has very high convergent validity. The lowest convergent validity result was the PEoU4 indicator. In the Indonesian data, PEoU4

was 0.773, while in the Malaysian data, it was 0.459. Because the outer loading value was <0.5 , we revised the instrument by removing PeoU4 and re-running the model.

In subsequent calculations, the PLS-SEM analysis showed that all Cronbach's Alpha constructs exceeded the minimum threshold of 0.7, with the highest BI values in both countries. The composite reliability (ρ_c) also exceeded 0.7, indicating construct consistency. The Indonesian and Malaysian data each had Average Variance Extracted (AVE) values that exceeded the minimum threshold of 0.5. All three indicate that this research instrument is reliable and valid.

b. Assesment of the Structural model

Table.3 Path Coefficient

Path Relationship	Indonesia				Malaysia			
	Original sample β (O)	T statistics ($ O/STDEV $)	p-value	Result	Original sample β (O)	T statistics ($ O/STDEV $)	p-value	Result
PEoU $\rightarrow$ BI	0.238	1.937	0.053	Not significant	0.050	0.415	0.678	Not significant
PEoU $\rightarrow$ PU	0.812	18.535	0.000	Significant	0.792	19.459	0.000	Significant
PU $\rightarrow$ BI	0.182	1.156	0.248	Not significant	0.485	4.170	0.000	Significant
SN $\rightarrow$ BI	0.173	1.405	0.160	Not significant	-0.107	1.248	0.212	Not significant

The path coefficient analysis showed that the strongest relationship was between PEoU and PU, with values of 0.812 and 0.792 in Indonesia and Malaysia, respectively. The results of the Fornell-Larcker Criterion analysis show that the diagonal value (AVE Square root) of both data sets is higher than the correlation between constructs, meaning that discriminant validity is met. Meanwhile, the coefficient of determination (R-square) is > 0.6 , so predictive relevance can be calculated using Stone-Geisser, which yields Q2 values of 0.887 and 0.879 for Indonesia and Malaysia, respectively. A Q2 value > 0.35 indicates that the predictive relevance of this model is very strong.

The Statistical analysis of Indonesian respondents shows that the relationship between Perceived Ease of Use (PEoU) and Behavioural Intention (BI) has a correlation coefficient of 0.238, a T-statistic of 1.937, and a p-value of 0.053. Because $T < 1.96$ and $p > 0.05$, this relationship is not statistically significant at the 5% level. However, the result is close to significance, suggesting a weak but positive tendency: journalists who find AI easier to use may be somewhat more inclined to use it, even though ease of use does not directly predict intention in this sample.

Next, the relationship between PU and BI is not significant (coefficient 0.182, T-statistic 1.156, p-value 0.248). This means that although journalists may see AI as beneficial, this perception does not directly translate into an intention to use it. However, we found a strong and positive influence of PeoU on Perceived Usefulness (PU). The correlation coefficient is 0.812, with a T-statistic of 18.535 and a p-value of 0.000. This indicates that for Indonesian journalists, the easier AI technology is to use, the more useful they perceive it to be. Finally, the relationship between Social Norms (SN) and

BI was found to be insignificant (coefficient 0.173, T-statistic 1.404, p-value 0.160), indicating that social pressure does not influence Indonesian journalists' intention to adopt AI technology.

The statistical results in Table 3 show that PEOU has no significant effect on BI among Malaysian journalists. Although the correlation coefficient is 0.050, the T-statistic is only 0.415 and the p-value is 0.678. Because $T < 1.96$ and $p > 0.05$, this relationship is not statistically significant. In other words, for Malaysian journalists, the ease of using AI technology does not directly influence their intention to use it. By contrast, the relationship between PEOU and PU is strong and positive. The coefficient is 0.792, with a T-statistic of 19.459 and a p-value of 0.000. This shows that when AI technology is easier to use, journalists perceive it as more useful. PU also has a significant impact on BI. Its coefficient is 0.485, with a T-statistic of 4.170 and a p-value of 0.000. This indicates that perceived usefulness is the main factor driving Malaysian journalists' intention to adopt AI technology. Finally, the relationship between SN and BI is not significant. The coefficient is -0.107 , with a T-statistic of 1.248 and a p-value of 0.212. This suggests that social norms do not meaningfully influence Malaysian journalists' intention to use AI.