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Article

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THE INTENTION TO USE CHATGPT IN OFFICE WORK IN ROMANIA: BETWEEN UTILITY AND HEDONIC MOTIVATION

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Abstract

In the short evolution from 2019 to the present, the application domains of ChatGPT have experienced exponential growth, ranging from editing, consulting, banking, healthcare, journalism, and mass media to entertainment, education, and remote technical assistance in industrial processes. This innovative tool, specialised in generating and understanding texts, is capable of meet the needs of employees anywhere and at any time. The article investigates employees' perceptions regarding the use and utility of ChatGPT and identifies the factors underlying hedonic motivation and the intention to use ChatGPT in office work. Starting from this premise, the results obtained serve as a basis for building a new structural model. The online survey used aims to model data collected from 402 Romanian employees. PLS structural equation modelling (PLS-SEM) and multigroup analysis (PLS-MGA) helped test statistical hypotheses and validate the construct model. SmartPLS 4 and SPSS 28 software was used to process and analyse the data collected from employees. The results highlight the significant influence of factors (ease of use, utility, and hedonic motivators) on the behaviour of Romanian employees regarding the use of ChatGPT in office work.

Keywords: ChatGPT, motivation, perception, utility, behavioural intention, non-probabilistic sampling with partial least squares (PLS-SEM), multigroup analysis (PLS-MGA)

JEL Classification: C12, C35, M31, M54, M55, J81

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Introduction

The current society, characterised by progress and modernity, is creating new tools to enhance the productivity of economic activities. In this direction, the exponential evolution of IT technologies falls, among which ChatGPT technology stands out for its exceptional potential. This study analyses the impact of using new artificial intelligence (AI) technologies like ChatGPT in the practice of office-based firms among employees. The study falls within the theme of the use of artificial intelligence (AI) in enterprises in Romania. This research highlights the importance of improving the skills of office employees to enhance the performance of business organisations.

Software products with the acronym GPT (Generative Pre-Trained Transformers) were developed during the period 2018-2020 in versions GPT-1, GPT-2, GPT-3, continually evolving with exponential performance improvements in terms of operational parameters. For instance: the GPT-1 featured 117 million parameters, text understanding of texts, and the use of information from books and databases; GPT-2 had 1.5 billion parameters, utilising programs and information from databases; the GPT-3 reached up to 175 billion parameters - capable of generating articles, literary creations, reading facial expressions, etc.; the GPT-4 exhibits significantly higher performance compared to the earlier versions (Marr, 2023).

ChatGPT is the latest IT product in the series of products mentioned earlier, presented as a software application and/or internet interface useful in both public and private domains, with the role of facilitating human-machine communication through text or audio messages. This software is written in the Python programming language, specifically designed and developed by the OpenAI research lab in November 2022, which has been operating steadily since February 2024.

To date, few studies have examined the impact of ChatGPT and the future implications of AI tools on office work (George et al., 2023). There is insufficient data to determine if and how employees in Romanian offices intend to use ChatGPT, what the determining hedonic motivational factors are, or what perceptions are regarding the usefulness and ease of use of ChatGPT. By combining the Technology Acceptance Model (TAM) proposed by Davis (1989) and Self-Determination Theory (SDT), extended by Deci and Ryan (2012), the authors aim to fill a gap in existing literature by addressing the following questions: (1) What are the hedonic motivational factors that might encourage employees to use ChatGPT at work? (2) How might office workers' perceptions influence their intention to use ChatGPT at work? (3) Are there significant differences between the "employees in public institutions" (STE) and "employees in private sector" (PVE) groups for each correlation path included in the construct model?

Self-Determination Theory (SDT), originating in the theory of human motivation and personality, holds that humans have innate growth tendencies and their choices and behaviour continuously evolve to achieve well-being and meet their needs (Ryan and Deci, 2017). The motivation behind people's choices is the impulse that drives them to change their behaviour in the absence of external influences and fun. Babin et al. (1994) identified two dimensions of motivation, namely: hedonic and utilitarian. While utilitarian motivations relate to the functionality of ChatGPT technology, hedonic motivations are defined by the consumer's enjoyment and experience of using the technology themselves (Priya and Sharma, 2023). However, the way employees come to accept and use ChatGPT technology is the result of modelling based on the Technology Acceptance Model (TAM). Behavioural

intent is the factor that drives users to access and use ChatGPT, often influenced by the overall impression left by the new technology (Saif et al., 2024). The model suggests that when employees are introduced to new AI tools, important factors such as perceived usefulness and perceived ease of use, and others influence their decisions regarding how and when these tools will be used in office work. Some studies have shown a need to explore the motivation and usefulness of this AI tool in employees' work (Emon, 2023; Jo, 2023).

To address this gap, an empirical study on the behavioural intention to use ChatGPT in office work (BI), that considered perceived ease of use (PE), perceived usefulness (PU), and hedonic motivation (HM) was conducted. This article makes original contributions to ChatGPT research. First, by analysing the determinants of the behavioural intention to use ChatGPT in office work, the study extends the existing literature by addressing a less explored topic. Second, by integrating hedonic motivation, it expands the Technology Acceptance Model, explaining the intention to use new technologies in office work. The robustness of the model provides new perspectives for the development of the construct model by including various variables, for instance, utilitarian motivation. Third, the empirical data collected from users, together with the analysis results, provide valuable insight for the strategically incorporating ChatGPT-based services into office environments. Fourth, the study can be considered a benchmark for further research efforts, while encouraging sustainable practices in adopting emerging technologies like ChatGPT, especially when they positively impact employee well-being and improve performance at work.

The paper is structured as follows: Section 1 addresses related works on factors influencing office employees' behavioural intention regarding the use of AI tools, especially AI ChatGPT; Section 2 presents the research methodology; Section 3 presents the study results based on the application of the PLS-SEM model and the PLS-MGA multigroup analysis; The final section presents the conclusions, scientific and practical implications, limitations, and future research directions.

1. Literature review

The present research is original in identifying the synergistic link between five concepts relevant to the activity of modern organisations using information systems, namely: AI utility through the ChatGPT component, the hedonic motivation (HM) in its use, and the well-being given by perceived ease of use (PE) and perceived usefulness (PU). Unlike other studies in the specialised literature, applied to groups of respondents from academic environments (Muñoz et al., 2023; Albayati, 2024), this research, based on employees' responses from enterprises, addresses a current topic by evaluating the intention to use ChatGPT in office work.

According to the results of a study on the usefulness of ChatGPT in organisations (Lytle, 2023), 68% of employees prefer to communicate with an AI programme rather than with their manager (due to differences of opinion that can lead to workplace stress and anxiety), with 80% of respondents being receptive to the idea of having such a system as a therapist or counsellor. Other positive findings on the usefulness of ChatGPT in technical or medical counseling activities, outlined in Lytle (2023), relate to the fact that the respondents mentioned the need for unbiased and well-informed opinions to share work-related issues (30%) and quick answers to health-related questions (29%).

The implications of using ChatGPT in the workplace were also addressed by Cardon et al. (2023) who, following their research, observed that 27% of study participants were concerned about the introduction of this technology – a factor that significantly affects their activities, the majority being excited about the prospect of increased productivity, communication, and efficiency following its use. These studies have highlighted a gap in the current literature. Therefore, they provided the authors with the opportunity to construct original items, in line with the standardised latent variables of the Technology Acceptance Model (TAM) and elements of hedonic motivation.

ChatGPT in organisations. Given the novelty of the topic together with the exponential technical development of its evolution, its approach is still in its infancy in the scientific literature. According to the opinions of Adamopoulou and Moussiades (2020), ChatGPT-type software is classified based on its usefulness in areas such as: knowledge, provided service, purpose, response generation method, consultancy, permitted usage, and communication channel, offering flexibility and efficiency in the work of office employees, regardless of the field of expertise. Wu et al. (2023) have shown that ChatGPT, a model developed by OpenAI and imposed globally, creates opportunities in many fields, but also disadvantages such as academic integrity breaches, safety issues, etc.

Hedonic motivation (HM). Hedonic motivation refers to the impulse or desire to seek pleasure, enjoyment, and comfort derived from interaction rather than solely from utilitarian purposes (Higgins, 2006). The concept of hedonic motivation is based on the theory of motivation (Maslow, 1943). Recent research in the field of hedonic motivation, focussing on maximising positive experiences and minimising negative ones, underscores its crucial role in the perception of AI-assisted activities, such as ChatGPT, and highlights the importance of this aspect in improving well-being in the workplace (Kaczmarek et al., 2021; Rapp et al., 2021). Hedonia is based on professional or life experience and signifies pleasure, enjoyment, mental comfort, and the absence of problems. Eudaimonia is based on professional aspirations and entails development, growth, authenticity, and excellence. These central concepts for studying well-being are highlighted in the study by Huta and Waterman (2014). According to these authors, hedonic motivation (the pursuit of pleasure in professional activity) can be complemented by eudaimonic motivation (the pursuit of personal excellence) to explain how people differ in their pursuit of happiness. Numerous studies have shown that hedonic motivation is an important factor in the adoption and use of new technologies. Salifu et al. (2024) found that young people with a hedonic motivation to use ChatGPT exhibit feelings of excitement and joy as they increasingly use this technology. Roy et al. (2023) showed that pleasure, gamification, convenience, and efficiency have a significant impact on ChatGPT adoption and usage in India. Although there are studies showing the determinants of new technology user behaviour (Jo, 2023; Roy et al., 2023; Türkeş et al., 2024), none has so far shown the joint impact of motivational items (pleasure, enjoyment, convenience and curiosity) on the intention to use ChatGPT in office work.

Perceived ease of use (PE) is determined by the simplicity of navigation and interface (Davis, 1989) and is the subject of several recent studies. The perception of easy adoption by people in professional activities of new GPT-type artificial intelligence technologies is the subject of several recent studies. For example, Rapp et al. (2021) investigated how people experience interaction with chatbots in terms of satisfaction, engagement, trust, motivation, level of emotional involvement, conversational level, and perception of chatbots in human terms. They highlight the importance for respondents of the ease of using GPT technologies, which

is correlated with the level of knowledge. Saif et al. (2024) observe that respondents have favourable perceptions about ChatGPT, recognise its benefits and value; recommend analysing the relationship between perceived usefulness and the intention to use ChatGPT in office work, and emphasise that employees could use this tool to increase the effectiveness and efficiency of their activities.

Perceived usefulness (PU) indicates the extent to which the user perceives the technology useful for improving their work performance. Most studies on the perception of artificial intelligence – ChatGPT – collect data from students or pupils. Therefore, according to Săseanu et al. (2024), the use of artificial intelligence in education contributes to improving the learning experience, influences the employment prospects of graduates, and contributes to the development of society as a whole. Using the TAM model, some studies have shown that using ChatGPT in tutoring activities enhances students' interest and learning performance, improving their motivation and engagement (Muñoz et al., 2023; Albayati, 2024).

The concept of perceived usefulness is important for the acceptance and use of ChatGPT by company employees. Recent studies on this topic have been developed for domains such as education, advertising, and tourism. Nandan et al. (2023) also showed the usefulness of ChatGPT for increasing student motivation and engagement in learning processes. Another study by Lund et al. (2023) highlighted that the usefulness of ChatGPT in editorial and advertising activities contributes to increased productivity, especially in repetitive activities. However, the authors also pointed out the important risk elements for editorial, educational, and consultancy activities, leading to the conclusion that the use of ChatGPT should not exclude the usefulness and importance of human assistance in such processes. Therefore, we aim to analyse the correlation between ease of use and intention to use ChatGPT in office work. If employees perceive it as easy to use, this could lead to the possibility of improving both variables.

The present study stands out by identifying the synergistic effect of three important concepts for the activity of modern organisations using artificial intelligence (AI): hedonic motivation (HM), perceived usefulness (PU), and ease of use (PE), on the behavioural intention to use ChatGPT among employees. This approach is innovative because previous studies have focused on user groups in education, healthcare, and other fields. By addressing these fundamental concepts, current research makes a significant contribution to the specialised literature on motivation, behaviour, and the use of new AI technologies in work relationships, highlighting the relevance and practical applicability of these concepts in the public and private organisational environment. According to the authors, integrating ChatGPT into organisations can bring numerous improvements in the future, such as: orientation within the organisation, document organisation, automation of processes and workflow, data analysis, decision-making, communication, and collaboration between departments, and ensuring employee well-being.

2. Research model and hypotheses

Based on the findings provided by previous studies regarding the behavioural intention to use ChatGPT in office work, we proposed the following hypotheses.

Hypothesis 1 (H1₀): Perceived ease of use (PE) of ChatGPT in office work has a positive and significant effect on Perceived utility (PU).

Considering ChatGPT easy to use, employees are more likely to perceive it as useful in improving efficiency and productivity in the workplace. Perceived ease of use reduces cognitive barriers and the effort required to learn and use the technology, thus enhancing employees' perception of the practical benefits of its use in office work.

Hypothesis 2 (H2₀): Perceived ease of use (PE) has a positive and significant effect on the Behavioural intention to use ChatGPT in office work (BI).

In general, employees are more predisposed to adopt and use technologies that they perceive as easy to use and that facilitate the quick completion of work tasks. Therefore, an increase in the behavioural intention to use ChatGPT in office work could be the result of the perceived ease of use by employees in both the public institutions and the private sector.

Hypothesis 3 (H3₀): Perceived ease of use (PE) of ChatGPT in office work has a positive and significant effect on Hedonic motivation (HM).

Simplicity and ease of use reduce frustration and cognitive load, making interactions with ChatGPT more pleasant, enjoyable, and comfortable. These positive emotions along with curiosity may generate higher hedonic motivation among employees, encouraging continuous and enthusiastic use of ChatGPT in office work.

Hypothesis 4 (H4₀): Perceived usefulness (PU) has a positive and significant effect on the Behavioural intention to use ChatGPT in office work (BI).

Perceiving ChatGPT as useful, employees believe that it can improve their performance in office work. Therefore, they are likely to develop a positive attitude towards its use, which may lead to a higher behavioural intention.

Hypothesis 5 (H5₀): Hedonic motivation (HM) has a positive and significant effect on the Behavioural intention to use ChatGPT in office work (BI).

It is possible that employees exhibit a stronger behavioural intention to use ChatGPT in office work when they perceive its use as pleasant, enjoyable, and comfortable (hedonic motivation). This positive experience increases their desire to integrate ChatGPT into the workplace, as the well-being derived from its use motivates them to consistently adopt and use the technology.

Hypothesis 6 (H6₀): There are no significant differences between the "employees in public institutions" (STE) and "employees in private sector" (PVE) groups in the PE → PU construct.

Hypothesis 7 (H7₀): There are no significant differences between the "employees in public institutions" (STE) and "employees in private sector" (PVE) groups in the PE → BI construct.

Hypothesis 8 (H8₀): There are no significant differences between the "employees in public institutions" (STE) and "employees in private sector" (PVE) groups in the PE → HM construct.

Hypothesis 9 ($H9_0$): There are no significant differences between the “employees in public institutions” (STE) and “employees in private sector” (PVE) groups in the $PU \rightarrow BI$ construct.

Hypothesis 10 ($H10_0$): There are no significant differences between the “employees in public institutions” (STE) and “employees in private sector” (PVE) groups in the $HM \rightarrow BI$ construct.

Each employee interacts differently with new technologies (ChatGPT) and reacts distinctly in the process of adopting and using them. Additionally, hedonic factors such as pleasure, enjoyment, comfort, and curiosity can influence the employee's hedonic motivation to use ChatGPT in office work. In this context, non-significant differences might emerge between the “employees in public institutions” (STE) and “employees in private sector” (PVE) groups may arise for the constructs: $PE \rightarrow PU$, $PE \rightarrow BI$, $PE \rightarrow HM$, $PU \rightarrow BI$, and $HM \rightarrow BI$.

Figure no. 1 presents the multidimensional model of this study. Within it, any increase in perceived usefulness, perceived ease of use, or hedonic motivation levels leads to an increase in the level of behavioural intention to use ChatGPT in office work. The authors propose this reflective construct model as an explanatory model for testing and validating causal relationships that can be generalised from the sample to users of ChatGPT in office work.

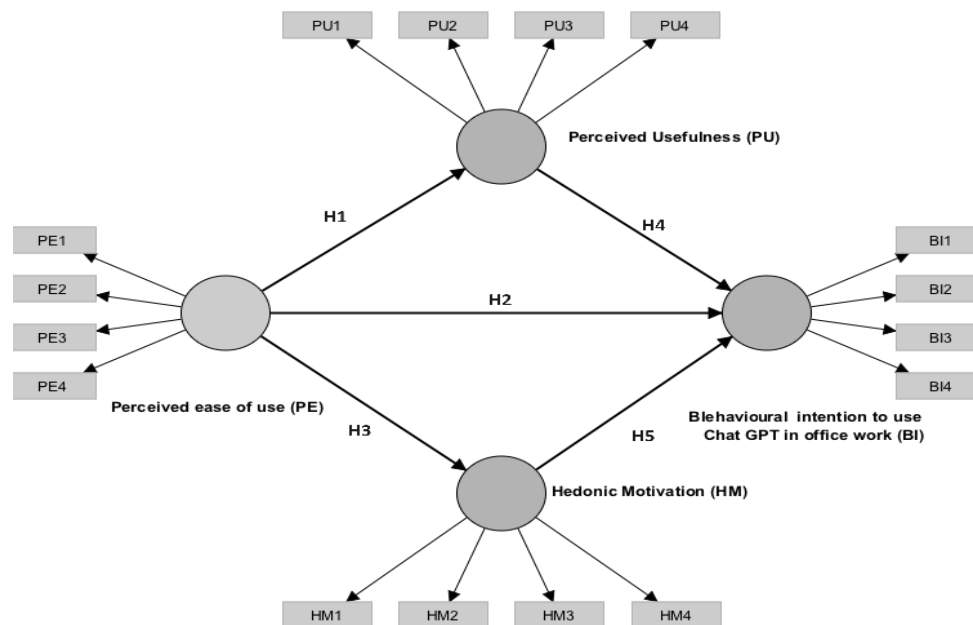


Figure no. 1. Proposed construct model

3. Materials and methods

The empirical study was conducted between December 2023 and February 2024 in Bucharest, Romania. An online questionnaire was the instrument used to collect information from Romanian employees in both public institutions (STE) and the private sector (PVE).

The questionnaire included 4 information questions and 16 closed-ended content questions, allowing employees the opportunity to select the answers that matched their situation. In the first part, specific sociodemographic characteristics of the respondents were included, such as: gender, age, background, and the ownership form of the enterprises they work for. In the second part, specific items for each latent variable of the proposed construct model were presented, ensuring their alignment with the research purpose. The online questionnaire was distributed to employees through e-mail and WhatsApp, considering the appropriateness of using these two tools appropriate due to their advantages: reduced time and ease of collecting data from the target population. In a pilot test, 10 employees pretested the questionnaire in order to improve the hierarchy, formulation, and structuring of the questions (Ogunjobi, 2022).

Items specific to the latent variables – perceived ease of use (PE), perceived usefulness (PU), and behavioural intention to use ChatGPT in office work (BI) – were adapted following the Kumar and Upadhyay (2023) and Zou and Huang (2023) model, respectively. Hedonic motivation (HM) included four distinct items based on Emon (2023) and Goyal et al. (2023).

Partial least squares structural equation modelling (PLS-SEM) and multigroup analysis (PLS-MGA) were used in the study for data analysis and hypothesis testing. PLS-SEM allows simultaneous examination of structural and measurement models, being useful in investigations regarding achievement factors and behavioural intention to use (Hair et al., 2019). This methodological approach is recognised in various disciplines, including marketing (Al-Emran et al., 2023). PLS-SEM was chosen due to its applicability in explaining, predicting, and theorising, and especially in handling complex models with various latent variables. Given the objective of the research, which is to explore the impact of the independent variables Perceived usefulness (PU), Ease of use (EO), and Hedonic motivation (HM) on the dependent variable Behavioural intention to use ChatGPT in office work (BI), PLS-SEM was considered a suitable choice for the analysis of the construct model. Multigroup analysis (PLS-MGA) was also used to assess significant differences between the “employees in public institutions” (STE) and “employees in private sector” (PVE) groups for the constructs $PU \rightarrow BI$, $PE \rightarrow BI$, and $HM \rightarrow BI$. The SmartPLS 4 software facilitated the modelling of data collected from sample members.

Non-probability sampling was used in the research design. The “snowball sampling” method was considered useful by the authors because it allows easy access to the target population - employees intending to use ChatGPT in office work. It offers flexibility with respect to the size and composition of the sample and does not require extensive resources for participant identification and recruitment. The authors identified a number of individuals from their personal and professional networks who meet two essential criteria: they are employees and intend to use ChatGPT in office work. These individuals were directly approached via email or the social networking platform WhatsApp. From the created sample, the authors randomly selected several respondents to be interviewed. At the end of the interviews, each selected respondent was asked to recommend another employee from either a state institution or the private sector. In the end, 451 questionnaires were collected out of the 1250 distributed to the target population. After removing the 49 incomplete questionnaires, there were 402 valid questionnaires and a response rate of 32.16% (Table no. 1). The sample size is four times longer than the minimum acceptable threshold ($402 \text{ responses} > 100 \text{ responses} = 20 \text{ items} \times 5$). Other studies have shown similar approaches related to determining sample size and using of non-probability sampling methods (Kristensen and Eskildsen, 2010; Biesok and Wyród-Wróbel, 2021).

Table no. 1. Specific sociodemographic characteristics of the sample

	N	%		N	%
Gender			Age		
Male	196	48.76	Between 19-20 years old	11	2.78
Female	206	51.24	Between 21-30 years old	68	16.92
Background			Between 31-40 years old	95	23.63
Urban	275	68.41	Between 41-50 years old	133	33.08
Rural	127	31.59	Between 51-60 years old	88	21.89
Employee in an institution whose form of ownership is:			Over 60 years old	7	1.74
Public	252	62.69	TOTAL	402	100
Private	150	37.31			

The sample consists of 206 female and 196 male respondents. The results reveal that 68.41% of the respondents come from urban areas and 31.59% come from rural areas. Most of the sample members (33.08%) are between 41-50 years old. Out of the total respondents, 62.69% are employed in state institutions (STE), while the remaining 37.31% are in the private sector (PVE). Table no. 2 presents the independent and dependent variables of the construct model along with descriptive statistics.

Table no. 2. Description of the variables in the construct model and descriptive statistics

Variables and items	Min.	Max.	Mean	Standard deviation
Perceived ease of use (PE)				
PE1: Learning how to use ChatGPT in my work is easy.	1	5	4.28	0.999
PE2: My interaction with ChatGPT for work is clear and straightforward.	1	5	4.70	0.038
PE3: I find ChatGPT easy to use for learning and for my office work.	1	5	4.20	0.968
PE4: I find it easy to become proficient in using ChatGPT in my office work.	1	5	4.47	0.845
Perceived utility (PU)				
PU1: I consider ChatGPT to be useful for completing my learning and office work tasks.	1	5	4.42	0.926
PU2: Using ChatGPT increases my chances of achieving high performance in my work.	1	5	4.87	0.384
PU3: Using ChatGPT helps me effortlessly accomplish learning and office work tasks.	1	5	4.43	0.964
PU4: Using ChatGPT increases my productivity.	1	5	3.98	1.231
Hedonic motivation (HM)				
HM1: Using ChatGPT at work is enjoyable.	1	5	3.74	1.252
HM2: Using ChatGPT at work is pleasant.	1	5	4.46	0.774
HM3: Using ChatGPT at work is comfortable.	1	5	4.41	0.937
HM4: Using ChatGPT at work arouses my curiosity.	1	5	2.64	1.717
Behavioural intention to use ChatGPT in office work (BI)				
BI1: I intend to use ChatGPT in my office work in the future.	1	5	4.45	0.910
BI2: I intend to continue using ChatGPT frequently in my office work.	1	5	4.57	1.010
BI3: I will always use ChatGPT in my office work.	1	5	4.39	1.135

Variables and items	Min.	Max.	Mean	Standard deviation
BI4: I intend to recommend the use of ChatGPT to my colleagues in their work.	1	5	4.68	1.007

Data was measured using nominal and ordinal (Likert) scales with numbers from 1 to 5, where “1 = strongly disagree” and “5 = strongly agree”. The process of statistical analysis and data modelling was conducted using SPSS 28 and SmartPLS 4 applications.

Possible multicollinearity issues may affect the proposed independent and moderating constructs (Hair et al., 2019). In this regard, the Harman single-factor test was applied, with results indicating a total variance of 38.76%, below the maximum threshold of 50% (Podsakoff et al., 2003). The test result, together with measures of variance inflation factor (VIF) falling in the range of 0.25 - 4.00, confirmed a lack of CMB in our research.

4. Results and discussion

The PLS-SEM Model. To evaluate the measurement model, composite reliability (CR) and convergent validity were tracked through indicators such as: Cronbach’s alpha (CA), average variance extracted (AVE), and items loading. The latent variables’ composite reliability (CR), a measure of internal consistency, ranged from 0.819 to 0.869, exceeding the minimum allowable threshold of 0.60 (Hair et al., 2019). Hedonic motivation (HM) had the lowest Cronbach’s alpha (CA) coefficient (0.704). The latent variables had a good scale, with all of their coefficients greater than 0.70 (Henseler et al., 2015). AVE scores ranged from 0.536 to 0.625, with values above the minimum allowable threshold of 0.50 (Chin, 2010). The proposed construct model meets the conditions of convergent and divergent validity, as the values of CR, CA, and AVE indicators exceed the minimum thresholds recommended by Chin (2010), Hair et al. (2019), and Henseler et al. (2015). The results demonstrate the robustness and adequacy of the proposed construct model in our research. (Table no. 3)

Table no. 3. Results of the reliability and validity construct for the reflective model

Variables	Cronbach’s Alpha*	Composite Reliability*	Average Variance Extracted (AVE)*	R-square*	R-square adjusted*
Behavioural intention ChatGPT (BI)	0.757	0.843	0.576	0.382	0.377
Hedonic Motivation (HM)	0.704	0.819	0.536	0.595	0.594
Perceived Ease of Use (PE)	0.798	0.869	0.625	-	-
Perceived utility (PU)	0.757	0.845	0.578	0.616	0.615

Note: * Cronbach’s Alpha >0.70; Composite Reliability \geq 0.50; Average Variance Extracted (AVE) >0.5; R-square (R^2); R-square adjusted.

Discriminant validity testing of the proposed construct model was carried out using the following indicators: the Fornell-Larcker criterion, the measure of cross-loadings, the root means square residual (SMRM), and the Heterotrait-Monotrait correlations ratio (HTMT). Table no. 4 shows that the square root AVE for the endogenous variable BI was higher than its correlations with the other variables (0.759 > 0.531; 0.579; 0.566) (Fornell and Larcker, 1981). The cross-loadings of the variables range from 0.219 to 0.580, below the maximum allowable limit of 0.6 (Hair et al., 2019). The root mean square residual (SMRM) shows that

the difference between the observed correlation and the implicit correlation matrix of the model construct (0.077) was less than 0.10 (Hu and Bentler, 1999).

The Heterotrait-Monotrait correlations ratio (HTMT) report indicates values lower than the maximum threshold of 0.90, thus confirming the discriminant validity between the six measured reflective constructs (Henseler et al., 2015). The HTMT values calculated based on the data from the present research are: 0.699; 0.713; 0.803; 0.708; 0.842; and 0.851, suggesting that each construct is distinct and measures a unique concept. This discriminant validity ensures that each latent variable is clearly differentiated from the others, contributing to the robustness and credibility of the model.

Table no. 4. Fornell-Larcker criteria results

Variables	BI	HM	PE	PU
Behavioural intention ChatGPT (BI)	0.759			
Hedonic Motivation (HM)	0.531	0.732		
Perceived Ease of Use (PE)	0.579	0.712	0.791	
Perceived utility (PU)	0.566	0.637	0.755	0.761

The variance inflation factor (VIF) coefficients for all model items ranged from 1.146 to 2.581. Since these measures fall in the range [0.25 - 4.00], we can affirm that multicollinearity is not a problem within the proposed reflective measurement model (Chin, 2010). The coefficient of determination (R^2) value for behavioural intention to use ChatGPT in office work (BI) was 0.382. Therefore, it can be stated that 38.2% of the variation in the exogenous variable was explained by the joint action of the PE, PU and HM variables. The root mean square residual (SRMR = 0.077) shows, once again, a good fit of the reflective model (Tenenhaus et al., 2005). Figure no. 2 shows that perceived ease of use (PE) has a strong and significant correlation with the variables perceived usefulness (PU) ($\beta = 0.585$) and hedonic motivation (HM) ($\beta = 0.572$), and a moderate correlation with the variable behavioural intention to use ChatGPT in office work (BI) ($\beta = 0.220$).

The exogenous variable PE shows strong, positive correlations with PU ($\beta = 0.585$) and HM ($\beta = 0.572$). Path loadings between PE \rightarrow BI ($\beta = 0.220$) and PU \rightarrow BI ($\beta = 0.274$) show that perceived ease of use (PE) and perceived usefulness (PU) have a positive, but more moderate impact on the behavioural intention to use ChatGPT in office work (BI). Hedonic motivation (HM) had the lowest impact on BI ($\beta = 0.353$). According to the results shown in table no. 5, all path correlations of the construct model are positive and significant at levels higher than $t\text{-Value} > 1.96$ or $p\text{-Value} > 0.001$ or 0.050 (Hair et al., 2019). Therefore, the null hypotheses $H1_0$ - $H5_0$ were accepted.

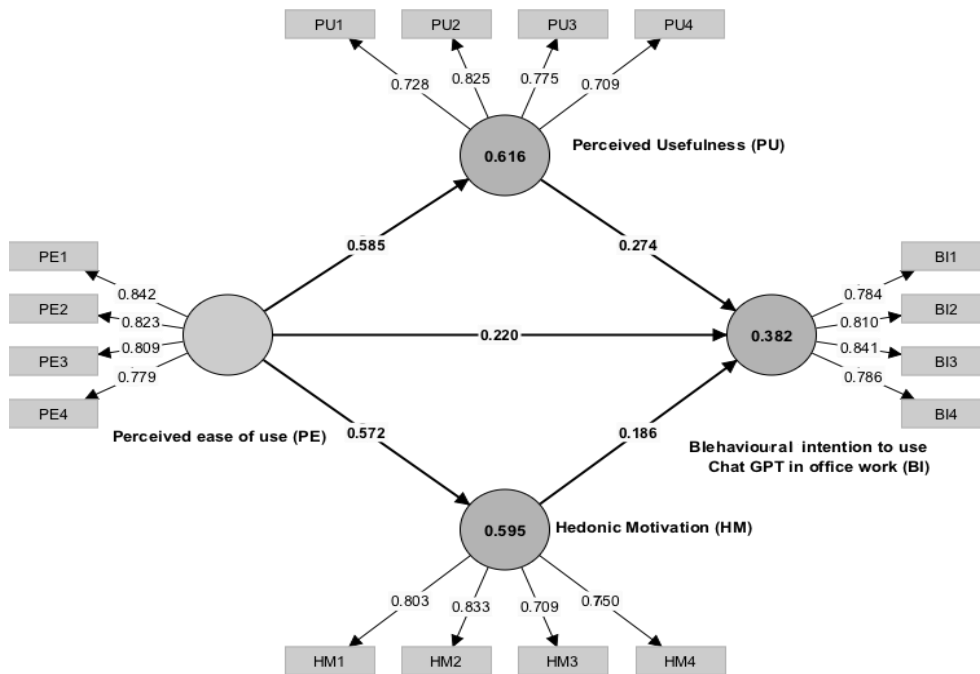


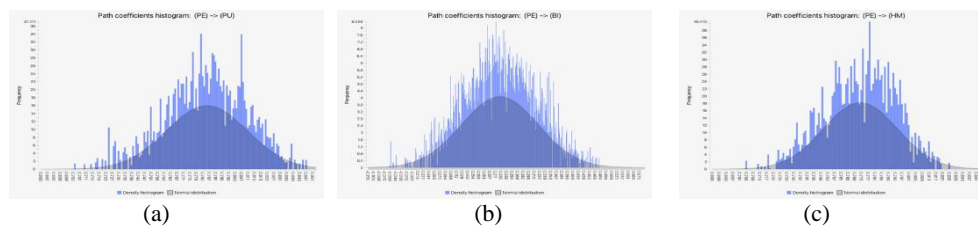
Figure no. 2. Results of the PLS-SEM model

Table no. 5. Results obtained after testing the statistical hypotheses

Correlations	β	Sample Mean (M)	t-value*	p-value*	Result of the hypothesis
PE → PU	0.585	0.786	11.438	0.000	H1 ₀ – Accepted
PE → BI	0.220	0.222	2.248	0.025	H2 ₀ – Accepted
PE → HM	0.572	0.772	15.194	0.000	H3 ₀ – Accepted
PU → BI	0.274	0.274	3.532	0.000	H4 ₀ – Accepted
HM → BI	0.186	0.185	2.792	0.005	H5 ₀ – Accepted

Note: *t-value > 1.96; p-value > 0.001 or 0.05.

Histograms (a) and (c) in figure no. 3 indicate a more complex distribution of path loading coefficients for the paths PE → PU and PE → HM, unlike histograms (b), (d) and (e).



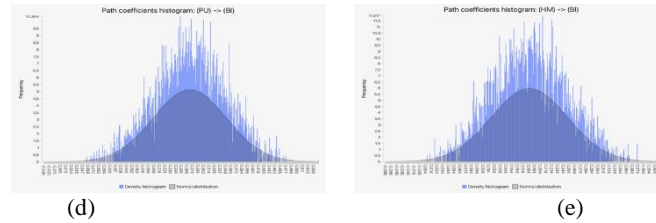


Figure no. 3. Histogram of Path coefficients for the construct model:
(a) $PE \rightarrow PU$; (b) $PE \rightarrow BI$; (c) $PE \rightarrow HM$; (d) $PU \rightarrow BI$; (e) $HM \rightarrow BI$

PLS-MGA Model. In order to highlight potential significant differences between the “employees in public institutions” (STE) and “employees in private sector” (PVE) groups along the specific correlation paths of the proposed construct model, a multigroup PLS-MGA analysis was conducted. In table no. 6, the parametric test showed that there is only one significant difference between the “employees in public institutions” (STE) and “employees in private sector” (PVE) groups for the path $PE \rightarrow PU$ ($p\text{-value} = 0.002 < 0.05$), thus rejecting the null hypothesis H_{6_0} and accepting the alternative hypothesis H_{6_a} (Henseler et al., 2015).

Table no. 6. Results of the multigroup analysis (MGA)

Hypotheses	Correlations	Path Coefficients Difference (STE-PVE)	PLS-MGA	Parametric Test		Welch-Satterthwait Test	
			Employees in public institutions (STE) – Employees in private sector (PVE)				
			p -value new (STE vs. PVE)	t value new (STE vs. PVE)	p -value new (STE vs. PVE)	t value new (STE vs. PVE)	p -value new (STE vs. PVE)
H6 ₀	PE → PU	-0.119	0.002	2.241	0.013	2.846	0.002
H7 ₀	PE → BI	0.207	0.156	0.998	0.159	1.014	0.156
H8 ₀	PE → HM	0.006	0.474	0.119	0.453	0.109	0.457
H9 ₀	PU → BI	0.120	0.215	0.776	0.219	0.767	0.222
H10 ₀	HM → BI	0.077	0.290	0.522	0.301	0.565	0.286

Given the above results, we can state that the intention to use ChatGPT in office work is positively and significantly influenced by hedonic motivation, perceived ease of use, and perceived usefulness. Moreover, there are no significant differences between the groups of employees in public institutions versus those in the private sector in terms of the effect of these latent variables on intention to use, except for the path $PE \rightarrow PU$. Therefore, the alternative hypothesis H_{6_a} and the null hypotheses H_{7_0} - H_{10_0} were accepted.

Conclusions, scientific and practical implications, limitations, and future research

Our study has multiple scientific implications. First, it introduces a distinct construct model into the existing literature. By analysing the effects of the latent variables perceived ease of use (PE), perceived usefulness (PU), hedonic motivation (HM), and behavioural intention to use ChatGPT in office work (BI), the study provides a comprehensive framework for understanding factors influencing technology adoption in the workplace. This model

contributes to improving our understanding of the interaction between cognitive (PE and PU) and affective (HM) factors in shaping employee behavioural intentions. Second, the model gains new insights by connecting the hedonic motivation to the TAM model. The inclusion of hedonic motivation (HM) extends the traditional TAM model, which focusses primarily on utilitarian motivations, such as perceived usefulness and perceived ease of use. This integration recognises the importance of emotional and experiential factors in technology acceptance. Recognising the notable importance of hedonic motivation, the study provides insight into how pleasure, enjoyment, convenience, and curiosity influence employees' intentions to use ChatGPT. Third, the study uses two distinct analyses to highlight the research findings. The adoption of partial least squares structural equation modelling (PLS-SEM) provided the rationale for examining the complex relationships between the various latent constructs of the proposed construct model. Performing multigroup analysis (PLS-MGA), using the state-of-the-art SmartPLS 4 software, allowed the assessment of the moderating effects of demographic or contextual variables on the relationships within the model. This gave the authors a deeper understanding of how factors such as hedonic motivation, perceived usefulness, perceived ease of use, and the nature of organisational ownership (private or public) can influence employees' perceptions and intentions regarding the use of ChatGPT. In addition, through their advanced estimation functions, the SmartPLS 4 and SPSS 28 software tools allowed both the testing and validating of the statistical hypotheses $H1_0$ - $H10_0$, and the testing of significance between variables, increasing the rigour and accuracy of the analysis.

The results of this study contribute to increasing knowledge about the motivations, perceptions, and employees' intentions to use ChatGPT in office work, and provide decision-makers and organisations with insight into possibility of optimising the adoption and integration of this AI technology to improve employee engagement and satisfaction, as well as to enhance overall productivity and performance. Changing employees' behavioural intention to use ChatGPT in office work has several practical implications. Our study shows that the perceived ease of use by employees has a significant impact on the intention to use ChatGPT in office work. The research findings are supported by similar studies conducted by Rapp et al. (2021) and Saif et al. (2024). Therefore, organisations can design training programmes and onboarding processes that emphasise the ease of use of ChatGPT in specific office activities. Due to its user-friendly interface and simple interaction mechanisms, employees will be more likely to perceive ChatGPT as easy to use, which could facilitate its adoption in office work. Another significant impact on employee behavioural intention is the perceived usefulness of this type of technology. Albayati (2024) and Muñoz et al. (2023) have shown in their studies that perceived usefulness has significant effects on ChatGPT users, leading to increased motivation and engagement in learning processes. Understanding the perceived usefulness of ChatGPT by both employees and the organisation is crucial for its efficient integration into office workflows. In order to align with specific roles and tasks, thereby increasing relevance and usefulness to employees, organisations could customise the functionalities of ChatGPT.

Research results demonstrate that hedonic motivation (determined by factors such as: pleasure, enjoyment, comfort, and curiosity) has a significant and positive influence on employee intention to use ChatGPT in office work, similar to research in other fields (Huta and Waterman, 2014; Salifu et al., 2024; Roy et al., 2023; and Jo, 2023). Recognising the role of hedonic motivation, organisations should focus on enhancing the pleasure and intrinsic rewards associated with using ChatGPT, proactively communicating its benefits,

addressing concerns, and soliciting feedback from employees to ensure a smooth transition and maximise acceptance. Additionally, integrating security and confidentiality, monitoring behavioural intention, and exploring interoperability with existing tools will contribute to improving the adoption and utility of ChatGPT in office work, thereby increasing efficiency and productivity.

The study highlights the most important factors analysed by the authors that influence employees' predisposition to use ChatGPT to facilitate office work. Understanding these factors can contribute to the more successful implementation of ChatGPT and, in parallel to the easier accomplishment of office tasks. The study results indicate that hedonic motivators have a positive and significant influence on employees' behavioural intention to use ChatGPT in Romania.

Research limitations. The use of the "snowball sampling" method leads to limitations in the ability to obtain a representative sample of the population under investigation. The small number of respondents is a limitation offset by the balanced composition of the sample based on sociodemographic characteristics.

Future studies. The authors aim to extend their research on the behavioural intention to use ChatGPT in office activities in various fields considered essential to increase work efficiency and effectiveness.

This involves, on the one hand, extending the TAM model (by including variables such as accuracy, consistency, or scalability.) and, on the other hand, applying moderation (based on the company's sector of activity, employee's job profile, level of education, etc.), thus enriching our understanding of how organisations can integrate ChatGPT to boost employee engagement and satisfaction, and thus increase productivity and performance overall.

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