The Role of ChatGPT in Enhancing the Information Search and Decision-Making Process of Travellers

[1]Frans Sudirjo, [2]Prety Diawati, [3]Yasir Riady, [4]Abu Muna Almaududi Ausat, [5]Suherlan
[1]Program Studi Manajemen, Fakutas Ekonomika dan Bisnis, Universitas 17 Agustus 1945 Semarang, Indonesia
[2]Program Studi D4 Manajemen Perusahaan, Sekolah Vokasi, Universitas Logistik dan Bisnis Internasional, Indonesia
[3]Program Studi Ilmu Perpustakaan, Fakultas Hukum, Ilmu Sosial dan Ilmu Politik, Universitas Terbuka, Indonesia
[4]Program Studi Administrasi Bisnis, Fakultas Ilmu Administrasi, Universitas Subang, Indonesia
[5]Program Studi Administrasi Publik, Fakultas Ilmu Administrasi, Universitas Subang, Indonesia

[1]frans_sudirjo@untagsmg.ac.id, [2]pretydiawati@ulbi.ac.id, [3]yasir.riady@gmail.com, [4]abumuna742@gmail.com, [5]suherlanfia@gmail.com

ABSTRACT

In today's digital era, the internet and technology are growing rapidly. One of the significant technological advances is ChatGPT which is able to accelerate the process of information search and decision making in the world of tourism. This research aims to discuss the role of ChatGPT in improving the process of information search and decision making of tourists. This research is qualitative in nature. The techniques used to obtain information involve careful observation and meticulous note-taking, followed by analytical procedures such as data reduction, visualisation, and inference. This study arrives at the conclusion that in today's digital era, artificial intelligence technologies such as ChatGPT have an important role to play in improving travellers' information search and decision-making process. ChatGPT can provide recommendations, information, and customer service quickly and effectively, thus helping travellers to plan their trips more easily and efficiently.

Keyword: ChatGPT, Information Search, Decision Making, Travellers

INTRODUCTION

In the contemporary era of digitalization, the proliferation of the internet and technological advancements is occurring at an unprecedented pace (Kraugusteeliana et al., 2022). The advent of artificial intelligence systems, such as ChatGPT (Generative Pre-trained Transformer), represents a noteworthy technological advancement (Sudirjo et al., 2023). These systems have the potential to streamline and expedite information retrieval and decision-making processes across diverse domains, including the tourism industry (Ausat, Azzaakiyyah, et al., 2023).

The accessibility of information derived from this technology holds significance for tourists in their preparation and organization of a tour (Harahap, Ausat, et al., 2023). The internet provides a convenient and expeditious means of accessing details pertaining to tourist attractions, lodging accommodations, dining establishments, and airfare rates. The copious and intricate nature of information can potentially bewilder tourists, particularly those who are embarking on their inaugural visit to a destination. The tourism industry faces a significant challenge, which is

addressed by ChatGPT as a viable solution (Gursoy et al., 2023).

The investigation into the impact of ChatGPT on enhancing the information retrieval and decision-making capabilities of tourists is significant due to the technology's capacity to generate dependable and superior information, as well as expedite the search for tourist-related information. ChatGPT has the capability to offer information suggestions through the optimization of search outcomes from existing databases, thereby furnishing pertinent and precise information (Ausat, Suherlan, et al., 2023).

Furthermore, the significance of ChatGPT in facilitating the process of decision-making is also of great importance. ChatGPT provides a platform for travelers to seek counsel and suggestions regarding the selection of tourist destinations, lodging facilities, dining options, and travel itineraries. ChatGPT has the potential to assist individuals who encounter challenges in selecting optimal alternatives, particularly those who are embarking on a maiden voyage or are unfamiliar with the locale they are exploring (Panda & Kaur, 2023).

This study holds significance as the tourism sector possesses substantial potential for enhancing a nation's economic growth. The availability of technological advancements, such as ChatGPT, has the potential to streamline travel arrangements and enhance the overall travel experience. This, in turn, is anticipated to stimulate tourist demand for visiting a particular destination, thereby contributing to the economic growth of the region.

During the current pandemic, which lacks a clear timeline for its resolution, ChatGPT technology presents a viable solution for ensuring the safety and well-being of travelers. ChatGPT provides assistance to tourists in acquiring information pertaining to health protocols that are necessary to be adhered to during their visit to a tourist destination (Carvalho & Ivanov, 2023). This is aimed at mitigating the risk of viral transmission and ensuring the well-being of tourists.

The objective of this research is to examine the impact of ChatGPT on enhancing the information retrieval and decision-making capabilities of travelers. This discourse aims to explore the potential of ChatGPT in facilitating tourists with reliable and precise information, along with appropriate guidance and suggestions to assist them in selecting optimal tourist spots, accommodations, eateries, and travel itineraries.

LITERATURE REVIEW

ChatGPT

The ChatGPT is a natural language processing model that has been created by the OpenAI organization. The ChatGPT platform is founded upon the GPT (Generative Pre-trained Transformer) framework, a highly expansive model that has been trained on an extensive range of data sources, encompassing textual content derived from the internet. The primary objective of ChatGPT is to facilitate user engagement through a conversational interface. ChatGPT utilizes user input in the textual format to generate suitable responses or retorts by leveraging its comprehension and expertise in the language (Subagja et al., 2023). ChatGPT undertakes an analysis and comprehension of the user's input, subsequently generating a response that is produced through a multifaceted process within the model (Kraugusteeliana et al., 2023). The model underwent rigorous training to acquire proficiency in grammar, syntax, and comprehension of diverse subject matters. Despite the extensive data training undergone by ChatGPT, it is crucial to acknowledge that it lacks genuine comprehension and authentic knowledge akin to that of human beings. The accuracy and currency of the responses generated by ChatGPT cannot be guaranteed, as they may correspond solely to the information available during the model's training phase (Fauzi et al., 2023). It is advisable to corroborate the information presented by ChatGPT with a dependable source.

Information Search

The act of seeking and acquiring pertinent information from diverse sources in order to satisfy the information requirements of the user is referred to as information retrieval (Harahap, Kraugusteeliana, et al., 2023). Typically, this procedure is executed via search engines like Google, Bing, or Yahoo, although it may also encompass digital libraries, databases, websites, or other sources of information. The process of information retrieval comprises multiple stages, which encompass:

1. Formulating a Question or Information Need: The first step is to clearly understand what the searcher wants to find or the information need that needs to be fulfilled. This question or information need should be stated clearly and specifically.
2. Determining the Right Source of Information: Once the question or information need is established, the next step is to identify the most relevant sources of information. This can include search engines, specific databases, digital libraries, credible websites, scholarly journals, or any other source of information that matches the type of information sought.
3. Executing the Search: Once the source of information is determined, a search is performed using keywords or phrases relevant to the question or information need. The search engine will process the request and generate a list of results containing information that may be relevant.
4. Information Evaluation and Selection: This stage involves the evaluation of search results and the selection of the most relevant, reliable and quality information. Users must be able to analyse and distinguish good information from information that is unreliable or irrelevant to their needs.
5. Processing and Applying Information: Once relevant information is found, users can process and apply the information according to their needs. This may involve understanding and reorganising the information, comparing different points of view, or using the information for a specific purpose.

The process of seeking information necessitates the acquisition of skills in the formulation of appropriate queries, the identification of trustworthy sources, the assessment of information credibility, and the efficient application of search outcomes. In the current era of digital information, proficiency in selecting and utilizing information judiciously is crucial, given the abundance of available information (Kamar et al., 2022).

Decision Making

Decision making refers to the cognitive process that an individual or a group engages in when choosing the most optimal course of action from a range of possible alternatives (Wang & Ruhe, 2007). This process entails the examination of pertinent data, contemplation of multiple variables, and evaluation of potential outcomes. Typically, the process of decision-making encompasses a number of sequential stages, which may include:

1. Identifying the Problem or Goal: The first step in decision-making is to identify the problem that needs to be solved or the goal to be achieved. This allows the individual or group to focus attention on the area that requires a decision.
2. Gathering Information: Once the problem or goal has been identified, the next step is to gather relevant information. This involves finding and analysing facts, data, and opinions that can influence decision-making.
3. Information Analysis: Once the information has been collected, the next step is to analyse the information. This involves evaluating the strengths and weaknesses of various possible alternatives, comparing possible consequences, and considering various relevant factors.
4. Choice of Alternatives: After analysing the information, the individual or group has to choose an alternative that is considered best or suited to the objectives to be achieved. This involves taking into account the preferences, values, and considerations that emerged from the information analysis.
5. Decision Implementation: Once an alternative has been selected, the next step is to implement the decision taken. This involves planning and executing the actions necessary to carry out the decision.
6. Evaluation and Learning: The final stage in decision-making is the evaluation of the outcome of the decision taken. This involves evaluating whether the decision was effective, monitoring the outcome, and learning from the experience to improve future decision-making capabilities.

The process of making decisions can be carried out either in an individual capacity or within a group setting (Andreis, 2020). The decision-making process can be influenced by various factors, including but not limited to knowledge, experience, personal values, preferences, and resource availability (Savioni et al., 2022). The primary aim of decision-making is to attain an outcome that is deemed optimal or most satisfactory, taking into account the available information and the objectives to be accomplished.

Traveller

A tourist or traveler is an individual who journeys from their point of origin to a specific destination with the intention of engaging in recreational, leisure, business, educational, or other non-routine activities (Cretu et al., 2021). Typically, individuals who engage in travel allocate a portion of their itinerary to the pursuit of discovering and experiencing noteworthy attractions, both within their home country and in foreign lands. Tourists can be categorized into various groups depending on their travel purpose, length of stay, and travel motivation (Xue & Zhang, 2020). Several prevalent classifications of travelers are:

1. Recreational Travellers: These tourists travel for leisure and recreational purposes. They seek new experiences, relax, and enjoy their leisure time at tourist attractions such as beaches, mountains, theme parks, and natural or cultural attractions.
2. Business Travellers: These travellers travel for business purposes, such as meetings, conferences, or negotiations. They usually visit cities or business places related to their work or industry.
3. Educational Travellers: These tourists travel for educational purposes, such as students who make visits to historical places, museums, universities, or other educational institutions to expand their knowledge.
4. Medical Travellers: These travellers travel for medical treatment or medical procedures in certain countries or regions that offer specialised healthcare services.
5. Cultural Travellers: These travellers are interested in experiencing and learning about new cultures. They visit historical places, archaeological sites, museums, cultural festivals, or involve themselves in performing arts and local traditions.
6. Adventure Travellers: These travellers seek adventurous experiences and challenges. They travel to do extreme activities such as mountain climbing, diving, surfing, or doing other adventure sports.

Furthermore, owing to technological advancements and progress in transportation, there exists a distinction among travellers based on their mode of travel, namely independent travellers who organize their own trips, and package tour travellers who avail the services of travel agents to procure all-inclusive tour packages. Tourists make a significant economic contribution to their destination by engaging in various activities such as accommodation, food, transportation, shopping, and other tourist-related expenditures (Ausat, Al Bana, et al., 2023). Tourists have the opportunity to engage with indigenous cultures, promote cross-cultural comprehension, and facilitate socio-economic transactions between their home country and the travel destination.

RESEARCH METHOD

This research utilises a desk-based (qualitative) research methodology, which involves the absence of primary data collection through direct field research by the researchers. To ensure the efficient conduct of the research, the researchers used various reference materials for consultation. The relevant sources used for this research were obtained from digital media and scholarly databases through keyword-based searches relating to the themes outlined in the document. These themes include the role of ChatGPT in enhancing the information search and decision-making process of travellers. The research method used by the authors appears to be adaptive, which paves the way for the selection of relevant reference materials and does not require the authors to limit their search to specific journals or digital platforms. As a result, the authors were able to save time. Our justification is supported by a number of different sources, some of which are journal websites such as ResearchGate, Elsevier, and Emerald Insight. The main focus of this paper is the role of

ChatGPT in enhancing the information search and decision-making process of travellers. The author's use of keyword emphasis aims to provide discourse boundaries and support logical consistency. This is achieved through the use of limiting phrases. The main focus of this research is on scientific journals, essays, and publications that have been published from 2015 to date. During the search process, we used specific keywords to conduct searches across different publishing platforms. It is noteworthy that the papers, journals, and publications included in this research are exclusively those considered highly relevant to the topic of ChatGPT's role in enhancing travellers' information seeking and decision-making processes. Other papers, journals and publications were excluded as they were deemed unrelated to the subject matter. This scholarly article includes a total of 26 different sources that discuss in depth.

The ongoing inquiry has been classified as a form of qualitative research. The data collection process encompassed various methodologies, including active listening and comprehensive record-keeping of all relevant data points. The aforementioned methodologies were employed to facilitate the examination of the data, which was conducted through a process that encompassed data reduction, data presentation, and conclusion drawing. The main aim of this investigation was to gain a deeper understanding of the literature review conducted as a part of this research undertaking. In the stage commonly referred to as "data reduction," the acquired data was systematically arranged, classified, and refined to streamline the procedure of arriving at significant inferences and render the generation of noteworthy outcomes more feasible. Due to the intricate and diverse nature of the data, it was necessary to perform an analysis of them even during the reduction phase. The reduction phase aimed to determine the relevance of the information to the ultimate goal. Initially, a total of 34 distinct sources were gathered. The initial procedure led to the alteration of the numerical variable's value to 26. Furthermore, the information will be presented through visual aids in the form of graphs or charts. The present phase represents the subsequent stride in the data reduction procedure, wherein the dataset is methodically arranged in a structured format to enhance understanding and streamline the process of making inferences. The representation of data in this particular setting involves the utilization of written discourse, particularly in the form of field notes. The implementation of this methodology for data presentation has the potential to enhance efficiency in the categorization and structuring of data in relational configurations. The conclusive stage of the process involves the derivation of inferences from the gathered data, thereby rendering the process complete. The aforementioned step signifies the conclusion of the methodology utilized for the examination of qualitative data. In this phase, a thorough examination was conducted to verify that the results of data reduction and presentation aligned with the research's intended objectives. The aim of this phase is to extract significance from the acquired data through the identification of associations, resemblances, or disparities, with the purpose of developing remedies for previously recognized issues. The reliability of the results obtained from the utilized sources is considered to be high. The aim of this endeavor is to gather reliable and precise information, with the objective of augmenting understanding as a consequence.

RESULTS AND DISCUSSION

The utilization of artificial intelligence technology has become increasingly pervasive across diverse sectors, including the tourism domain (Koo et al., 2021). ChatGPT is an artificial intelligence technology that offers potential solutions for tourists during their information search and decision-making processes while traveling. The primary function of ChatGPT is to furnish travellers with precise and superior information suggestions (George et al., 2023). ChatGPT has the capability to enhance search outcomes by effectively utilizing the existing database and furnish pertinent and precise data (Hassani & Silva, 2023). Individuals who are planning to travel can acquire pertinent details regarding their intended tourist destinations, lodging options such as hotels or inns, dining establishments, airfare rates, and other relevant information that is necessary for travel arrangements.

Furthermore, ChatGPT has the potential to assist travelers in the process of making informed decisions. ChatGPT provides a platform for travelers to solicit guidance and suggestions

in order to make informed decisions regarding their selection of tourist destinations, lodging accommodations, dining establishments, and travel itineraries (Erul & Isin, 2023). ChatGPT is designed to offer personalized recommendations to travelers based on their individual preferences and requirements, enabling them to make informed decisions that align with their specific needs (Dwivedi et al., 2023). Notwithstanding the numerous benefits that ChatGPT offers to tourists, it is imperative to acknowledge certain limitations. One limitation of ChatGPT is its inability to replicate the immersive experience of face-to-face communication between tourists and tour guides or residents. Furthermore, ChatGPT's scope is constrained by the available database and information, thereby rendering it incapable of consistently furnishing comprehensive or current information.

It is important to acknowledge in this discourse that the implementation of technology, such as ChatGPT, does not entirely supplant the involvement of human personnel within the domain of tourism. The involvement of human guides, whether they be local residents or professional tour guides, continues to play a crucial role in enhancing the quality of tourism experiences by offering comprehensive information and a more palpable encounter for visitors. ChatGPT plays a significant role in enhancing the information retrieval and decision-making process of travelers (Mich & Garigliano, 2023). Notwithstanding certain limitations, this technology remains a viable and proficient resolution for travelers in their preparation and execution of travel plans. The utilization of ChatGPT and other artificial intelligence technologies is anticipated to be enhanced in enhancing the quality and experience of tourist travel, in tandem with the swift advancement of artificial intelligence technology (Taecharungroj, 2023).

The potential integration of ChatGPT with other technologies, such as augmented reality or virtual reality, could enhance the interactive experience for travelers during its developmental phase. Augmented reality applications integrated with ChatGPT can provide tourists with destination information and recommendations, as well as enhance their virtual experience. In addition, the utilization of ChatGPT has the potential to enhance the quality of tourist services and overall experiences within the tourism industry. The utilization of ChatGPT as a mechanism for reservation management, traveler request processing, and enhanced customer service provision is feasible in this instance.

It is crucial to bear in mind that technology serves as a mere instrument and does not entirely supplant the function of human beings in the domain of tourism. Hence, it is imperative for stakeholders in the tourism sector to persistently focus on enhancing the caliber of human services, which can offer a more genuine and customized encounter for visitors.

The utilization of ChatGPT may serve as a mechanism to enhance communication and cooperation among stakeholders in the tourism sector and visitors. Through the utilization of ChatGPT, tourists can conveniently and expeditiously acquire information and seek guidance, whereas stakeholders in the tourism sector can furnish more proficient and streamlined services in addressing the demands and requirements of travellers.

It is noteworthy that the utilization of artificial intelligence (AI) technology, exemplified by ChatGPT, plays a significant role in enhancing the process of information retrieval and decision-making among tourists. It is imperative to contemplate the benefits and drawbacks of this technology during its evolution, and optimize its implementation to enhance tourist services and experiences. Moreover, it is crucial to consider the significance of human tour guides and local residents in offering a genuine and tailored encounter for visitors.

CONCLUSION

Artificial intelligence technologies, such as ChatGPT, have a significant role in enhancing the information search and decision-making process of travelers in the current digital era. ChatGPT is capable of expeditiously and efficiently furnishing recommendations, information, and customer service, thereby facilitating the process of trip planning for travellers. It is imperative to bear in mind that technology serves as a mere instrument and does not entirely supplant the function of human beings in the domain of tourism.

Upon reviewing the aforementioned elucidations, several recommendations may be posited

to augment the utilization of ChatGPT and other forms of artificial intelligence within the tourism sector. Initially, it is imperative for stakeholders in the tourism sector to acknowledge the pros and cons of ChatGPT and subsequently enhance its utilization in accordance with the requirements of both tourists and the tourism industry. In the course of ChatGPT's development, it is imperative to prioritize the caliber of data and information utilized to ensure the provision of precise and pertinent recommendations to tourists. Thirdly, it is imperative for stakeholders in the tourism industry to sustain their focus on the significance of human involvement as tour guides and local inhabitants who can offer tourists a more genuine and tailored encounter.

Furthermore, the incorporation of ChatGPT could be amalgamated with other technological advancements, such as augmented reality or virtual reality, to furnish a more immersive encounter for sightseers. It is imperative for stakeholders in the tourism industry to enhance their human services in order to offer tourists a more genuine and customized experience. Additionally, ChatGPT can serve as a mechanism to enhance communication and cooperation between tourism industry stakeholders and tourists. Taking into consideration these recommendations, the utilization of ChatGPT and other forms of artificial intelligence can be further enhanced to enhance tourist services and experiences within the tourism sector.

REFERENCES

Andreis, F. de. (2020). A Theoretical Approach to the Effective Decision-Making Process. *Open Journal of Applied Sciences*, *10*(06), 287–304. https://doi.org/10.4236/ojapps.2020.106022

Ausat, A. M. A., Al Bana, T., & Gadzali, S. S. (2023). Basic Capital of Creative Economy: The Role of Intellectual, Social, Cultural, and Institutional Capital. *Apollo: Journal of Tourism and Business*, *1*(2), 42–54. https://doi.org/10.58905/apollo.v1i2.21

Ausat, A. M. A., Azzaakiyyah, H. K., Permana, R. M., Riady, Y., & Suherlan, S. (2023). The Role of ChatGPT in Enabling MSMEs to Compete in the Digital Age. *Innovative: Journal Of Social Science Research*, *3*(2), 622–631. https://doi.org/https://doi.org/10.31004/innovative.v3i2.346

Ausat, A. M. A., Suherlan, S., & Azzaakiyyah, H. K. (2023). Is ChatGPT Dangerous for Lecturer Profession? An In-depth Analysis. *Jurnal Pendidikan Dan Konseling (JPDK)*, *5*(2), 3226–3229. http://journal.universitaspahlawan.ac.id/index.php/jpdk/article/view/13878

Carvalho, I., & Ivanov, S. (2023). ChatGPT for tourism: applications, benefits and risks. *Tourism Review*, *4*, 1. https://doi.org/10.1108/TR-02-2023-0088

Cretu, C.-M., Turtureanu, A.-G., Sirbu, C.-G., Chitu, F., Marinescu, E. Ş., Talaghir, L.-G., & Robu, D. M. (2021). Tourists' Perceptions Regarding Traveling for Recreational or Leisure Purposes in Times of Health Crisis. *Sustainability*, *13*(15), 8405. https://doi.org/10.3390/su13158405

Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., Baabdullah, A. M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Albashrawi, M. A., Al-Busaidi, A. S., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis, D., … Wright, R. (2023). "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. *International Journal of Information Management*, *71*, 102642. https://doi.org/10.1016/j.ijinfomgt.2023.102642

Erul, E., & Isin, A. (2023). ChatGPT ile Sohbetler: Turizmde ChatGPT nin Önemi (Chats with ChatGPT: Importance of ChatGPT in Tourism). *Journal of Tourism and Gastronomy Studies*, *11*(1), 780–789. https://doi.org/10.21325/jotags.2023.1217

Fauzi, F., Tuhuteru, L., Sampe, F., Ausat, A. M. A., & Hatta, H. R. (2023). Analysing the Role of ChatGPT in Improving Student Productivity in Higher Education. *Journal on Education*, *5*(4), 14886–14891. https://doi.org/10.31004/joe.v5i4.2563

George, A. S., George, A. S. H., & Martin, A. S. G. (2023). A Review of ChatGPT AI's Impact on Several Business Sectors. *Partners Universal International Innovation Journal (PUIIJ)*, *1*(1), 9–23.

Gursoy, D., Li, Y., & Song, H. (2023). ChatGPT and the hospitality and tourism industry: an overview of current trends and future research directions. *Journal of Hospitality Marketing & Management*, *5*, 1–14. https://doi.org/10.1080/19368623.2023.2211993

Harahap, M. A. K., Ausat, A. M. A., Rachman, A., Riady, Y., & Azzaakiyyah, H. K. (2023). Overview of ChatGPT Technology and its Potential in Improving Tourism Information Services. *Jurnal Mininfo Polgan*, *12*(2), 424–431. https://doi.org/10.33395/jmp.v12i2.12416

Harahap, M. A. K., Kraugusteeliana, K., Pramono, S. A., Jian, O. Z., & Ausat, A. M. A. (2023). The Role of Information Technology in Improving Urban Governance. *Jurnal Minfo Polgan*, *12*(2), 371–379. https://doi.org/10.33395/jmp.v12i2.12405

Hassani, H., & Silva, E. S. (2023). The Role of ChatGPT in Data Science: How AI-Assisted Conversational Interfaces Are Revolutionizing the Field. *Big Data and Cognitive Computing*, *7*(2), 62. https://doi.org/10.3390/bdcc7020062

Kamar, K., Lewaherilla, N. C., Ausat, A. M. A., Ukar, K., & Gadzali, S. S. (2022). The Influence of Information Technology and Human Resource Management Capabilities on SMEs Performance. *International Journal of Artificial Intelligence Research*, *6*(1.2), 1. https://doi.org/https://doi.org/10.29099/ijair.v6i1.2.676

Koo, C., Xiang, Z., Gretzel, U., & Sigala, M. (2021). Artificial intelligence (AI) and robotics in travel, hospitality and leisure. *Electronic Markets*, *31*(3), 473–476. https://doi.org/10.1007/s12525-021-00494-z

Kraugusteeliana, K., Indriana, I. H., Krisnanik, E., Muliawati, A., & Irmanda, H. N. (2023). Utilisation of ChatGPT's Artificcial Intelligence in Improving the Quality and Productivity of Lecturers' Work. *Jurnal Pendidikan Dan Konseling (JPDK)*, *5*(2), 3245–3249. https://doi.org/10.31004/jpdk.v5i2.13650

Kraugusteeliana, Surjati, E., Ausat, A. M. A., Pramono, S. A., & Prabu, H. K. (2022). A Literature Review on the Application of Technology During Covid-19 and Its Relationship to Performance. *International Journal Of Artificial Intelligence Research*, *6*(1.2), 1. https://doi.org/https://doi.org/10.29099/ijair.v6i1.2.765

Mich, L., & Garigliano, R. (2023). ChatGPT for e-Tourism: a technological perspective. *Information Technology & Tourism*, *25*(1), 1–12. https://doi.org/10.1007/s40558-023-00248-x

Panda, S., & Kaur, N. (2023). Exploring the viability of ChatGPT as an alternative to traditional chatbot systems in library and information centers. *Library Hi Tech News*, *40*(3), 22–25. https://doi.org/10.1108/LHTN-02-2023-0032

Savioni, L., Triberti, S., Durosini, I., & Pravettoni, G. (2022). How to make big decisions: A cross-sectional study on the decision making process in life choices. *Current Psychology*, *2*. https://doi.org/10.1007/s12144-022-02792-x

Subagja, A. D., Ausat, A. M. A., Sari, A. R., Wanof, M. I., & Suherlan, S. (2023). Improving Customer Service Quality in MSMEs through the Use of ChatGPT. *Jurnal Minfo Polgan*, *12*(2), 380–386. https://doi.org/https://doi.org/10.33395/jmp.v12i2.12407

Sudirjo, F., Ausat, A. M. A., Rijal, S., Riady, Y., & Suherlan, S. (2023). ChatGPT: Improving Communication Efficiency and Business Management of MSMEs in the Digital Age. *Innovative: Journal Of Social Science Research*, *3*(2), 643–652. https://doi.org/https://doi.org/10.31004/innovative.v3i2.347

Taecharungroj, V. (2023). "What Can ChatGPT Do?" Analyzing Early Reactions to the Innovative AI Chatbot on Twitter. *Big Data and Cognitive Computing*, *7*(1), 35. https://doi.org/10.3390/bdcc7010035

Wang, Y., & Ruhe, G. (2007). The Cognitive Process of Decision Making. *International Journal of Cognitive Informatics and Natural Intelligence*, *1*(2), 73–85. https://doi.org/10.4018/jcini.2007040105

Xue, L., & Zhang, Y. (2020). The effect of distance on tourist behavior: A study based on social media data. *Annals of Tourism Research*, *82*, 102916. https://doi.org/10.1016/j.annals.2020.102916