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Students' Satisfaction towards Perplexity App

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Abstract

The research paper aims to examine the students satisfaction towards perplexity app. Data for the study have been collected from 213 students residing in Pollachi Taluk through issue of well-structured questionnaire by adopting random sampling method. Simple percentage and chi-square test have been used to analyze the data. The result of the study reveals that majority of the students are female from arts and science stream and using mobile to access perplexity app and the use daily. It is also found that majority of the students are highly satisfied with easy to use, helps in academic work, up-to date information and affordable price. It is also found that majority of the students are with speed of response, content accuracy, interactive features, source citation and follow-up questions whereas few of the students are dissatisfied with usage limits, privacy and security and multi-language option. Chi-square test depicts that age, area of residence, stream, type of family, family income, source of information and usage are significantly associated with the level of satisfaction towards perplexity app.

Keywords: Students–Satisfaction- Digital Platform -AI- Perplexity

Introduction

The integration of AI (artificial intelligence) in higher education has introduced new opportunities for enhancing learning. Students are using more and more tools like AI chatbots and generative AI platforms for research, assignment, and self-directed learning. Perplexity AI is one of these tools. It is an AI-powered answer engine that gives real-time, citation-based answers, which makes it especially useful for academic work. Recent advancements in educational technology highlight the significance of comprehending students' satisfaction with these tools. Student satisfaction is a key factor that affects whether or not students use technology in the classroom and how long they continue to use it. Research shows that AI chatbots improve learning by giving instant feedback, personalised support, and easier access to information. The Technology Acceptance Model (TAM) posits

that perceived usefulness and ease of use are critical factors influencing user satisfaction and adoption. Research on the adoption of AI chatbots confirms that these factors have a significant impact on students' attitudes toward AI tools in higher education (Rahman et al., 2025). With the increasing reliance on AI-based academic tools, it becomes essential to evaluate how students perceive and interact with platforms like Perplexity, particularly in terms of satisfaction and effectiveness.

Review of Literature

Several studies from past have examined student satisfaction with AI chatbots and generative AI tools in education. subaveerapandiyan et al. (2024) found that students reported moderate to high satisfaction, particularly due to responsiveness, accuracy, and adaptability. The study also highlighted benefits such as time-saving and improved academic performance, while concerns included privacy and accessibility issues. Sáiz-Manzanares et al. (2023) discovered that chatbot usage positively influenced learning outcomes and satisfaction, especially when students frequently interacted with the tool and applied metacognitive strategies. Rahman et al. (2025) found that perceived usefulness, ease of use, and technical competency significantly influence students' acceptance and satisfaction with AI tools. (Elliott et al., 2026) found that students experienced improvements in learning and success, although effects on engagement and well-being were mixed. Additionally, emerging studies comparing generative AI tools with traditional search engines indicate that students view AI tools as complementary resources rather than replacements, with satisfaction influenced by frequency of use and familiarity (Lund et al., 2026). Shukla et al. (2024) found that Perplexity AI provides accurate, citation-based information, enhancing student satisfaction in academic research, but lacks interactivity compared to other AI tools. Rajamani and Selvam (2025) indicate that Perplexity AI improves research efficiency and student satisfaction through real-time, reliable responses, though it may lead to over-dependence.

Statement of the Problem

The growing use of AI tools in higher education has changed how students access and use academic information. Apps like Perplexity AI give you instant answers with citations, which make them great for academic purpose. However, even though these tools are becoming more popular, there isn't much real-world evidence about how satisfied students are with them, especially when it comes to their reliability, usability, and academic effectiveness. A lot of students use AI apps for their assignments and research, which makes people concern about how accurate they are, how much they think for themselves, and how

much they rely on technology. Also, differences in digital literacy and access to technology may influence students' experiences and satisfaction levels. Previous studies have examined general AI chatbot usage but fail to specifically address the unique features of Perplexity. Consequently, it is necessary to systematically examine students' satisfaction with the Perplexity app, identify key influencing factors, and know the challenges faced by students while using this AI tool for educational purposes.

Objectives of the Study

The following are the objectives of the study:

- To know the socio-economic profile of the sample students.
- To identify the level of satisfaction towards perplexity app
- To ascertain the variables associated with the level of satisfaction towards perplexity App

Research Methodology

The study is based on primary data. The data is collected through a well structured questionnaire. It contains questions relating to socio-economic profile of students, source of information, usage and satisfaction towards perplexity app. A sample of 213 students using perplexity app from Pollachi Taluk has been selected by adopting random sampling method. Simple Percentage and chi-square test have been used to analyze the data.

Findings

The findings of the study are divided into four sections namely, socio-economic profile of sample users, usage, level of satisfaction and variables associated with the level of satisfaction towards perplexity app are depicted in the following paragraphs.

(i) Socio - Economic Profile of Sample Students

Socio-economic profile of sample students like age, gender, area of residence, marital status, educational qualification, occupation, type of family, number of members in the family, monthly income, family income, device used to access and source of information are disclosed below.

- Most of the students, 91(42.7%) belongs to the age group of 18-20years
- Majority 127(59.6%) of the students are female.
- Majority of the students, 138(64.8%) are residing in rural area.
- Majority 116(54.5%) of the students are studying under graduates.
- Majority of the students, 150(70.4%) belongs to arts and science stream
- Majority of the students, 149(70.0%) belongs to nuclear family.

- Majority of the students, 137(64.3%) have 3-4 members in the family
- Majority of the students 113(53.1%) family income (per month) is between Rs.50000 and Rs.1,00,000

(ii) Usage of Perplexity App

Usage of perplexity app like device used, source of information, frequency, time spent daily are showed below.

- Majority of the students, 151(70.9%) uses mobile to access perplexity app
- Most of the students, 92(43.2%) came to know about perplexity app through social media.
- Majority of the students' 146(68.5%), uses perplexity app less than one year
- Most of the students, 74(34.7%) uses perplexity app daily
- Majority of the students, 123(57.7%) uses 30 to 60 minutes daily

(iii) Level of Satisfaction towards Perplexity App

The table below shows the classification of students based on their level of satisfaction towards perplexity app.

Table: 1

Level of Satisfaction towards Perplexity App

Factors	Highly Satisfied	Satisfied	Dissatisfied
Easy to Use	113 (53.1%)	85 (39.9%)	15 (7.0%)
Speed of Response	79 (37.1%)	114 (53.5%)	20 (9.4%)
Helps in Academic Work	129 (60.6%)	68 (31.9%)	16 (7.5%)
Content Accuracy	74 (34.7%)	117 (55.0%)	22 (10.3%)
Interactive Features	72 (33.8%)	112 (52.5%)	29 (13.6%)
Accessibility of up-to-Date Information	120 (56.3%)	71 (33.4%)	22 (10.3%)
Source Citation Feature	77 (36.2)	107 (50.2%)	29 (13.6%)
Follow-Up Questions	73 (34.3%)	115 (54.0%)	25 (11.7%)
Privacy & Security	72 (33.8%)	100 (47.0%)	41 (19.2%)
Usage Limits	79 (37.1%)	76 (35.7%)	58 (27.2%)

Multi-Language Option	74 (34.7%)	99 (46.5%)	40 (18.8%)
Affordable Price	116 (54.4%)	63 (29.5%)	34 (16.0%)

From the above table it is found that majority of the students are highly satisfied with easy to use, helps in academic work, up-to date information and affordable price. It is also found that majority of the students are with speed of response, content accuracy, interactive features, source citation and follow-up questions whereas few of the students are dissatisfied with usage limits, privacy and security and multi-language option.

(iv) Variables Associated with the Level of Satisfaction towards Perplexity App

To identify the association between the select variables and level of satisfaction towards perplexity app, the Chi-square test has been employed.

Table: 2

Variables Associated with the Level of Satisfaction towards Perplexity App

Variables	d.f	Calculated (χ^2) Chi-Square Value	Table Value 5% Level
Age	6	18.741	12.592
Gender	2	1.668	5.991
Area of Residence	2	6.200	5.991
Stream	4	12.049	9.488
Level of Study	4	8.227	9.488
Type of Family	2	8.194	5.991
Number of Members in the Family	4	7.324	9.488
Family Income (per month)	4	19.721	9.488
Source of Information	6	14.485	12.592
Usage	4	11.455	9.488
Frequency	6	10.084	12.592

Eleven variables have been taken to analyze the level of satisfaction towards Perplexity app. Out of Eleven variables the following Seven variables have significant association with the level of satisfaction towards Perplexity app. (viz.) age, area of residence, stream, type of family, family income, source of information and usage while gender, level of study, number of members in the family and frequency does not have significant association with the level of satisfaction towards Perplexity app.

Suggestions

Based on the findings of the study and the following suggestions are put forth.

- Improve user interface and accessibility, including multi-language support
- Ensure clear and reliable source citations to build trust among users
- Privacy and security should be improved to build long-term loyalty
- Usage limits should be increased to encourage wider adoption among students and researchers
- Enable offline access that supports students to use whenever necessary

Conclusion

The research on student satisfaction with the Perplexity AI app shows that AI-driven search tools are progressively influencing modern educational experiences. In general, students are moderate to high level of satisfaction with the app, mostly because it gives them quick, clear, and relevant information. Its conversational interface, real-time responses, and ability to cite sources make it easier to use and help with academic work. Perceived usefulness, ease of use, information quality, and time-saving ability are all important factors that affect how satisfied students are. People really like the app for things like doing preliminary research, making ideas clearer, and getting ready for assignments. However, some limitations, like occasional inaccuracies, limited depth in specialized topics, and concerns about reliability, affect the overall satisfaction levels and highlight the need for cautious usage. The results show that Perplexity AI can greatly improve learning efficiency and the user experience, but it is best used as an extra academic tool rather than the primary source of knowledge. For sustained satisfaction, it is essential to enhance students' critical evaluation skills and encourage the integration of multiple information sources. Thus, the app has a lot of potential in supporting digital learning ecosystems, provided its use is balanced with traditional academic practices.

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