



INTERNATIONAL JOURNAL OF APPLICATION ON ECONOMICS AND BUSINESS

IJAEB



**VOL. 4 NO. 1
FEBRUARY 2026**

Editorial Team

Editor in Chief

Hetty Karunia Tunjungsari 

Universitas Tarumanagara, Indonesia



Executive Editor

Linda Linchin Lin 

Kunshan University, Taiwan

Lai Yin Ling 

INTI International University, Malaysia

Managing Editor

Cokki Cokki 

Universitas Tarumanagara, Indonesia

Teoh Ai Ping 

Universiti Sains Malaysia, Malaysia

Masmira Kurniawati 

Airlangga University, Indonesia

Section Editor

Galuh Mira Saktiana 

Universitas Tarumanagara, Indonesia

Halim Putera Siswanto 

Universitas Tarumanagara, Indonesia

Articles

GOVERNANCE IN MANAGING FAMILY ENTERPRISES

Raymond Win Sarta, Kartika Nuringsih
1-18

 <https://doi.org/10.24912/ijaeb.v4i1.1-18>

 Abstract : 4 |  PDF : 11

HOW TO FOSTER GREEN ENTREPRENEURIAL INTENTION

Axel Anabel Tangguh, Kartika Nuringsih
9-18

 <https://doi.org/10.24912/ijaeb.v4i1.9-18>

 Abstract : 5 |  PDF : 10

A REVIEW ON CONSUMER BEHAVIOR IN REAL ESTATE PURCHASING: FACTORS INFLUENCING PURCHASE DECISIONS

Abdullah Bedi, Cokki Cokki
69-82

 <https://doi.org/10.24912/ijaeb.v4i1.69-82>

 Abstract : 13 |  PDF : 57

THE EFFECT OF AUDITOR INDEPENDENCE, AUDIT COMPLEXITY, AND TIME BUDGET PRESSURE ON AUDIT QUALITY

Herman Wijaya, Linda Santioso
83-91

 <https://doi.org/10.24912/ijaeb.v4i1.83-91>

 Abstract : 4 |  PDF : 8

THE INFLUENCE OF EDUCATION AND ENTREPRENEURIAL CULTURE ON ENTREPRENEURIAL INTENTION WITH MINDSET AS A MEDIATION VARIABLE IN STUDENTS AT TARUMANAGARA UNIVERSITY

Muhammad Denis Mahyusa1, Andi Wijaya
92-99

 <https://doi.org/10.24912/ijaeb.v4i1.92-99>

 Abstract : 6 |  PDF : 24

THE EFFECT OF LIQUIDITY, LEVERAGE, AND GROWTH OPPORTUNITY ON CORPORATE CASH HOLDING

Madelyn Agrata, Henryanto Wijaya
100-109

 <https://doi.org/10.24912/ijaeb.v4i1.100-109>

 Abstract : 5 |  PDF : 27

ENVIRONMENTAL DETERMINANTS OF FIRM VALUE: THE MODERATING EFFECT OF INDEPENDENT COMMISSIONERS IN INDONESIA'S MINING SECTOR

Vini Melyati Putri, Henny Wirianata
110-122

 <https://doi.org/10.24912/ijaeb.v4i1.110-122>

 Abstract : 4 |  PDF : 14

ENTREPRENEURIAL FACTORS AND SOCIAL MEDIA ENGAGEMENT AS DRIVERS OF COFFEE SHOP SUCCESS IN JAKARTA

Patrick Bennet Julius, Lydiawati Soelaiman
123-133

 <https://doi.org/10.24912/ijaeb.v4i1.123-133>

 Abstract : 4 |  PDF : 19

DETERMINANTS AFFECTING EARNINGS PERSISTENCE

Monica Salim, Sufiyati Sufiyati
134-144

 <https://doi.org/10.24912/ijaeb.v4i1.134-144>

 Abstract : 2 |  PDF : 22

THE EFFECT OF COUNTRY OF ORIGIN EFFECT ON PURCHASE INTENTION

Vincensius Januas, Muhammad Idrus Taba, Sarwo Edy Handoyo
145-149

 <https://doi.org/10.24912/ijaeb.v4i1.145-149%20>

 Abstract : 6 |  PDF : 75

EFFECT OF PROFITABILITY, FIRM SIZE, AND CASH HOLDING ON PRACTICE INCOME SMOOTHING SECTOR CONSUMER NON-CYCLICALS

Linda Santioso, Andreas Bambang Daryatno
150-164

 <https://doi.org/10.24912/ijaeb.v4i1.150-164%20>

 Abstract : 4 |  PDF : 13

THE INFLUENCE OF ENTREPRENEURIAL CHARACTERISTICS AND SELF-EFFICACY AS MEDIATORS ON ENTREPRENEURIAL INTENTION ON TARUMANAGARA UNIVERSITY STUDENTS

Malvin Sufianto, Andi Wijaya
165-174

 <https://doi.org/10.24912/ijaeb.v4i1.165-174%20>

 Abstract : 4 |  PDF : 13

FACTORS THAT INFLUENCE ENTREPRENEURIAL INTENTIONS AMONG ENTREPRENEURIAL STUDENTS IN WEST JAKARTA

Juan Daniel Christopher, Andi Wijaya
175-183

 <https://doi.org/10.24912/ijaeb.v4i1.175-183%20>

 Abstract : 4 |  PDF : 14

FINANCIAL CONDITION ANALYSIS OF REGENCY/CITY IN NORTH MALUKU PROVINCE FOR THE PERIOD 2019-2023

Tri Widodo, Herlin Tundjung Setijaningsih
184-194

 <https://doi.org/10.24912/ijaeb.v4i1.184-194%20>

 Abstract : 2 |  PDF : 11

THE IMPACT OF FEMALE DIRECTORS, DIRECTOR DUALITY, AND FINANCIAL PERFORMANCE ON THE INDONESIAN BANKING BOARD OF DIRECTORS' COMPENSATION

Herni Kurniawati, Yustina Peniyanti Jap
195-206

 <https://doi.org/10.24912/ijaeb.v4i1.195-206%20>

 Abstract : 4 |  PDF : 19

PROFITABILITY, CAPITAL STRUCTURE, AND LIQUIDITY AS DETERMINANTS OF FINANCIAL DISTRESS IN CONSUMER NON-CYCLICALS

Nicholas Kevin, Liana Susanto
207-216

 <https://doi.org/10.24912/ijaeb.v4i1.207-216>

 Abstract : 6 |  PDF : 14

EXPLORING THE ROLE OF SOCIAL EXPERIENCE IN SHAPING SOCIAL ENTREPRENEURSHIP INTENTIONS AMONG GENERATION Z

Reinaldo Juan, Lydiawati Soelaiman
217-226

 <https://doi.org/10.24912/ijaeb.v4i1.217-226%20>

 Abstract : 1 |  PDF : 11

THE INFLUENCE OF CHATBOT QUALITY ON SATISFACTION USE CHATBOT: THE ROLES OF EASE AND USEFULNESS

Catherine Christiana Tjandra, Haris Maupa, Cokki Cokki
227-240

 Abstract : 5 |  PDF : 25

UNDERSTANDING CONSUMERS' BOOKING INTENTION IN THE JAKARTA HOTEL INDUSTRY: A CASE STUDY OF 'APS' HOTEL

Gwen Evelyn Sudarto, Tommy Setiawan Ruslim
241-253

 <https://doi.org/10.24912/ijaeb.v4i1.241-253>

 Abstract : 3 |  PDF : 10

HOW DISCLOSING SUSTAINABILITY PRACTICES AFFECTS FINANCIAL PERFORMANCE

Beatrice Tannessia Tandri, Widyasari Widyasari
254-263

 <https://doi.org/10.24912/ijaeb.v4i1.254-263>

 Abstract : 5 |  PDF : 11

THE EFFECT OF LEVERAGE, CAPITAL INTENSITY AND LIQUIDITY ON TAX AVOIDANCE

Clara Aurelia Effendi, Henryanto Wijaya
264-272

 <https://doi.org/10.24912/ijaeb.v4i1.264-272>

 Abstract : 2 |  PDF : 14

THE INFLUENCE OF BOARD MEETINGS, ENVIRONMENTAL PERFORMANCE, AND FIRM SIZE ON PROFITABILITY

Cynthia Tjahjadi, Rousilita Suhendah
273-282

 <https://doi.org/10.24912/ijaeb.v4i1.273-282>

 Abstract : 2 |  PDF : 15

MEDIATION AND MODERATION ANALYSIS USING MULTI-GROUP PLS-SEM: DETERMINANTS OF PATIENT LOYALTY IN HOSPITALS

Hermanto Hermanto, Haris Maupa, Indra Widjaja
283-298

 <https://doi.org/10.24912/ijaeb.v4i1.283-298>

 Abstract : 2 |  PDF : 23

ANALYSIS OF THE EFFECT OF INVENTORY INTENSITY, PROFITABILITY, AND SALES GROWTH ON TAX AVOIDANCE (EMPIRICAL STUDY OF NON-CYCLICAL CUSTOMERS FOR THE PERIOD 2022-2024)

Elsa Felicia, Linda Santioso
299-312

 <https://doi.org/10.24912/ijaeb.v4i1.299-312>

 Abstract : 2 |  PDF : 14

THE EFFECT OF GREEN ACCOUNTING, CAPITAL STRUCTURE, LIQUIDITY, TOTAL ASSET TURNOVER, AND INVENTORY TURNOVER ON FIRM FINANCIAL PERFORMANCE

Ratna Niandra, Sriwati Sriwati
313-326

 <https://doi.org/10.24912/ijaeb.v4i1.313-326%20>

 Abstract : 2 |  PDF : 9

THE EFFECT OF INTELLECTUAL CAPITAL EFFICIENCY ON FINANCIAL PERFORMANCE

Orleans Ritter, Henny Wirianata
327-337

 <https://doi.org/10.24912/ijaeb.v4i1.327-337%20>

 Abstract : 6 |  PDF : 20

THE INFLUENCE OF CHATBOT QUALITY ON SATISFACTION USE CHATBOT: THE ROLES OF EASE AND USEFULNESS

Catherine Christiana Tjandra^{1*}, Haris Maupa², Cokki³

¹ Faculty of Posgraduate Program, Universitas Tarumanagara, Jakarta, Indonesia*

Email: catherine.118241001@stu.untar.ac.id

² Faculty of Posgraduate Program, Universitas Tarumanagara, Jakarta, Indonesia

Email: haris.maupa@fe.untar.ac.id

³ Faculty of Posgraduate Program, Universitas Tarumanagara, Jakarta, Indonesia

Email: Cokki@fe.untar.ac.id

*Corresponding Author

Submitted: 12-12-2025, Revised: 02-01-2026, Accepted: 19-01-2026

ABSTRACT

Chatbots are becoming more popular as automated customer care solutions on e-commerce platforms due to the fast development of digital technology. The purpose of this research is to examine the relationship between chatbot quality and user happiness via the mediation of perceived utility and simplicity of use. Shopee customers in Indonesia who have engaged with the chatbot function on the site were surveyed online using a quantitative technique. Instrument validity, reliability, and the connections among the constructs were evaluated using data processed using Partial Least Squares-Structural Equation Modeling. According to the results, the perceived utility and ease of use of a chatbot are both much improved by its quality. A user's level of happiness is strongly related to their perception of the product's utility, which is in turn influenced by their impression of how easy it is to use. Exogenous factors adequately explain endogenous constructs, according to the moderate coefficient of determination. In sum, the findings demonstrate how crucial chatbot quality is for influencing users' opinions and enhancing their happiness. From a theoretical standpoint, this study further supports the relevance of the Technology Acceptance Model when discussing chatbot services for online shopping. The study provides practical insights for e-commerce operators, especially Shopee, on how to improve the quality of chatbots so that they are more interactive, easier to use, and provide users with tangible benefits. This will encourage users to continue using the bots and help develop more effective digital service strategies in the future.

Keywords: Chatbot Quality, Perceived Ease of Use, Perceived Usefulness, Satisfaction Use Chatbot.

1. INTRODUCTION

The continual growth of digital technologies has led to major shifts across different aspects of daily life, making technology an inseparable part of daily activities (Al-dweeri et al. 2018). Along with these advancements, individual needs have also shifted toward greater convenience and practicality in their activities. According to Ida (2025), the internet is vital in assisting individuals in reaching their objectives. There were a total of 278,696,200 internet users in Indonesia in 2023, with 221,563,479 using the internet in 2024, according to figures from the Indonesian Internet Service Providers Association (Attar, 2025). An rise of 1.4% over last year's total of 78.19% indicates that almost all Indonesians have access to the internet. In Indonesia, the five largest online marketplaces are Blibli, Bukalapak, Lazada, Shopee, and Tokopedia (Pratomo, 2023). Among them, Shopee is a platform that provides consumers with a wide range of products, including clothing, electronics, children's toys, beauty products, health products, and household necessities (Prasetyono et al. 2021).

To improve shopping efficiency and facilitate communication between sellers and buyers, Shopee has integrated a chatbot feature known as "Choki" (Saputra & Sutarso, 2023). This technology enables customers to access services around the clock, allowing them to compare prices and complete transactions conveniently from home. As a form of artificial intelligence,

the Shopee chatbot utilizes product information databases—such as stock availability, color, size, and price—to generate automated responses that address customer inquiries (Wibowo et al. 2020). Beyond answering questions, the chatbot is capable of handling simple tasks, processing voice commands, and offering product recommendations through interactive engagement. By adopting chatbot technology, Shopee demonstrates how e-commerce platforms can substitute for complement human roles in customer service (Saladdin et al. 2020). In doing so, the platform not only enhances service efficiency but also ensures scalability in managing the growing customer base.

Chatbots serve an essential function in enhancing operational efficiency and customer service on the Shopee platform. As an example of automated customer service (Dilmegani, 2021), they enable users to receive immediate answers to common inquiries, including order tracking, return processes, and instructions for voucher utilization. This functionality helps reduce the workload of human customer service agents while ensuring faster delivery of information (Cempaka & Hadiprawoto, 2025). Furthermore, chatbots serve as shopping assistants by guiding users in browsing products, searching within specific categories, and recommending items based on purchase history. Thus, chatbots function not only as technical tools but also as facilitators that support consumers' decision-making processes during online shopping (Cempaka & Hadiprawoto, 2025).

In previous studies, only a limited number explicitly identified and measured chatbot quality, such as those conducted by Ayo et al. (2016), Li et al. (2021), Sundjaja et al. (2024), and Waarden et al. (2020). Several studies instead focused on sub-categories, such as system quality or service quality. Chatbot quality itself has rarely been examined, as it remains a relatively new concept in the context of chatbots. Its assessment requires direct user experience across various aspects of chatbot services to evaluate quality comprehensively. Most prior research has concentrated more on behavioral intention and psychological factors, such as perceived usefulness, perceived ease of use, or trust. Investigating chatbot quality is crucial, as chatbots are expected to continue evolving and providing greater benefits to users. With the increasing integration of chatbots into diverse services, research on chatbot quality will become increasingly important, particularly for understanding satisfaction, trust, and user engagement. The advancement of artificial intelligence technology has fundamentally changed how companies interact with consumers. One of its most popular applications is the chatbot, an AI-based program capable of conducting automated conversations with users. From a methodological perspective, many previous studies have employed purposive sampling. Geographically, most of this research has been carried out in Taiwan, South Korea, and Malaysia.

Prior research has extensively used conceptual frameworks like the TAM and the ECT to elucidate how consumers assess their interactions with customer care chatbots. Nguyen et al. (2021) found that users' intentions to continue using chatbots are significantly influenced by their perceptions of their utility and satisfaction, with prior research confirming that perceived ease of use boosts perceived usefulness. Previous research has, however, had a number of drawbacks. To start, the majority of studies have looked at chatbots in the larger e-commerce setting, rather than concentrating on any one platform in particular. When it comes down to it, the chatbot implementation on each platform is different. One such example is Shopee's "Sophie," a virtual assistant that serves dual purposes as a shopping companion and a customer support tool. According to previous research, such as Sundjaja et al. (2025), consumers' desire to continue using chatbots may be explained by their perceived utility, contentment, quality, and confirmation. Regardless, frameworks focused on chatbot quality have not yet explicitly

addressed perceived ease of use. Since e-commerce customers range greatly in age, education level, and digital literacy, this is an extremely important factor to consider when deciding whether or not to implement a new technology.

This study aims to fill a knowledge vacuum by conducting an empirical investigation into the relationship between chatbot quality, perceived ease of use, and perceived utility and user pleasure; the sample for this investigation will be Shopee customers in Indonesia. This study provides a more complete view on the establishment of satisfaction and continuation intention in encounters with chatbots by including perceived ease of use into the suggested framework. This study adds to the existing body of knowledge in two ways: first, it expands the scope of applications for the Technology Acceptance Model and the Theory of Planned Behavior. Second, it provides practical insights that Shopee can use to improve the performance of its chatbot, increase user satisfaction, and encourage long-term engagement with its digital service tools. Also, by looking at how factors like chatbot quality, perceived simplicity of use, and perceived utility impact satisfaction during chatbot conversations, this research hopes to assess the amount of user engagement with Shopee's chatbot. This study assesses the role that system quality and perceived advantages have in overall happiness, and it provides empirical data on the elements that encourage customers to keep using Shopee's chatbot. The research shows how the TAM and the TPB work together in the context of AI-driven e-commerce chatbots by using an integrated theoretical lens that blends the two. By showing how components of digital service quality and user experience may be added to existing technological acceptance models, the findings should enhance theoretical discussion.

Practical Implications. Riset ini menyoroti elemen-elemen utama yang memengaruhi kepuasan konsumen dengan penggunaan chatbot, yang bermanfaat bagi perusahaan e-commerce seperti Shopee. Hasilnya dapat digunakan untuk meningkatkan fungsionalitas, desain, dan kualitas chatbot agar lebih memenuhi kebutuhan pelanggan, lebih menarik, dan ramah pengguna. Shopee dapat memanfaatkan informasi ini untuk keuntungan mereka di pasar e-commerce dengan meningkatkan loyalitas pelanggan dan mempertahankan daya saing.

Policy and Social Implications. From a public policy perspective, this study highlights the importance of digital literacy and trust in AI technologies, which can serve as input for regulators in promoting digital transformation in Indonesia. Socially, the research offers a better understanding of the benefits of chatbots as efficient digital interaction tools, thereby enhancing the convenience of online shopping and encouraging broader adoption of AI-based technologies in everyday life.

The Technology Acceptance Model. Outlines the chain of events that begins with user beliefs—specifically, their views of an information system's utility and simplicity of use—and ends with their actions, requirements, and actual use of the system. According to Ghazali (2020), the purpose of the Technology Acceptance Model is to describe and forecast how users will react to a certain piece of software. According to this model, there are five factors that influence how people embrace the use of information technology: how beneficial it is, how easy it is to use, one's attitude toward behavior, one's behavioral intention to use, and how often one actually uses the system (Adawiyah et al. 2024).

The Theory of Planned Behavior. Conversely, this perspective highlights a person's motivation to carry out a particular action (Adawiyah et al. 2024). The Theory of Planned Behavior links what individuals believe with how they ultimately behave, proposing that attitudes, social pressures, and perceived control work together to form intentions and guide

subsequent actions (Han et al. 2022). The theory also emphasizes that human behavior is not always entirely voluntary or fully self-directed. For instance, when users do not trust an e-commerce platform, they may feel they lack control over their behavior even if other factors—such as their attitudes or perceived social expectations—support the action. Both an individual's attitude toward the behavior and the social expectations surrounding it are considered influential in shaping intentions, while perceived behavioral control is integrated as an additional predictor of behavioral intention (Tang et al. 2021).

Technology Acceptance Model and Theory of Planned Behavior intersect mostly at the attitude and behavioral intention levels. In both the Technology Acceptance Model and the Theory of Planned Behavior, it is suggested that a positive attitude enhances an individual's intention to act. This holds true for both models, as they both deal with the adoption of new technologies and the shaping of behaviors by social influences and perceived control, respectively. Attitude is a key psychological component that links one's first assessment of a behavior or technology to the desire to conduct it, which ultimately leads to real action, according to both views. Recent studies on the topic of technology adoption have shown that the many theories now in use have their own unique advantages and disadvantages. Attitude, subjective standards, and perceived behavioral control are all factors in the TPB, in contrast to the TAM's focus on perceived utility and ease of use.

The purpose of this study was to investigate the relationships between the independent variable (chatbot quality), which is believed to have a significant impact on user experience (Li et al. 2020). Quality of chatbots is defined as how well they respond to user input, how interactive they are, and how easy they are to understand.

Two mediating variables are included in the model: perceived ease of use and perceived usefulness. Perceived ease of use represents the extent to which users perceive the chatbot as easy to use (Aslam et al. 2022), while perceived usefulness reflects the degree to which users evaluate the chatbot as providing tangible benefits in online shopping activities (Ashfaq et al. 2020). These variables act as intermediaries linking chatbot quality with user satisfaction. Within the model, chatbot quality is assumed to positively influence both perceived ease of use and perceived usefulness, while perceived ease of use is also predicted to affect perceived usefulness.

Satisfaction with chatbot use is positioned as the dependent variable, regarded as the main outcome of user interaction with chatbots. User satisfaction is directly influenced by chatbot quality and indirectly shaped through perceived ease of use and perceived usefulness (Nguyen et al. 2021). Thus, satisfaction emerges as the cumulative result of perceived quality, ease of use, and usefulness derived from chatbot utilization.

Chatbot Quality. Derived from the combination of “Chat” and “Robot,” referring to systems that simulate human conversation and respond to users as if they were intelligent entities through text or voice (Adamopoulou & Moussiades, 2020). A chatbot is a computer program designed for interactive communication with users (humans) via text, voice, or visuals. Chatbot assistance has been widely applied for practical purposes, including online services, personal assistance, and information retrieval (Harahap & Fitria, 2020). In this study, five dimensions of chatbot service quality are adopted: (1) understandability, (2) reliability, (3) responsiveness, (4) assurance, and (5) interactivity (Li et al. 2020).

Perceived ease of use. Crucial for determining how people judge the ease of use of technology (Aslam et al. 2022). Perceived ease of use, therefore, is the extent to which people believe that using a certain technology would be a breeze (Aslam et al. 2022). Customers' perceptions of the chatbot's usability are important as chatbots are still in their early stages as a technology. An important component in how easy anything is to use is its interface. The learning curve for new technology may be significantly reduced with an interface that is clean, clear, and easy to use. In addition, there is a big deal about user experience, which is all about how a consumer interacts with a business, its services, and its goods. According to research, the perceived ease of use is greatly enhanced when users have a good experience, which is defined by efficient navigation, functional efficiency, and seamless interactions.

Perceived usefulness. Represents another major aspect in research on chatbot technology. Perceived utility is key to comprehending how customers build intents to interact with technology, according to the Technology Acceptance Model (Ashfaq et al. 2020). According to Aslam et al. (2022), PU is the degree to which consumers see technology as having positive benefits. The idea that technology may improve buying processes and bring about concrete benefits is reflected in this (Candela, 2018).

Satisfaction with chatbots. Is associated with how individuals evaluate chatbot responses and their effectiveness in addressing user concerns, which in turn fosters continued usage across sectors such as banking (Nguyen et al. 2021) and online travel services (Li et al. 2021). The intention to reuse chatbots is influenced by users' trust in obtaining accurate, relevant, and satisfactory responses (Ashfaq et al. 2020). Moreover, the increasing reliance on AI-driven customer service highlights the importance of instant support, contextual information, effective problem resolution, and personalized communication (Li & Zhang, 2023). Chatbot-based customer service significantly contributes to enhancing user satisfaction and improving the quality of interactions (Kaushal & Yadav, 2023). Within the e-commerce context, the strategic deployment of chatbots aims to boost satisfaction by aligning service quality with customer expectations (Chen et al. 2021). User satisfaction is also shaped by various dimensions such as perceived usefulness, responsiveness, the quality of information provided, and overall service performance (Safitri et al. 2020). Nonetheless, because chatbots are not always capable of fully understanding customer queries, human intervention remains necessary in certain situations (Rajaobelina et al. 2021). To maintain high satisfaction levels, continuous improvements in both information accuracy and service quality are essential (Safitri et al. 2020; Nguyen et al. 2021).

Literature Review

The increasing use of digital service technologies, especially within e-commerce environments, has highlighted the crucial role of chatbot quality as an effective customer service tool. Chatbot quality is viewed as a central factor that shapes users' perceptions of both ease of use and usefulness. Prior studies have demonstrated that elements such as reliability, responsiveness, and the chatbot's ability to interpret user needs significantly influence how easy the system is perceived to be. According to Rese, Ganster, and Baier (2020), high-quality chatbot interactions help reduce technical friction, thereby improving users' sense of system usability. Similarly, Li et al. (2020) emphasize that the overall quality of chatbot interactions contributes directly to users' judgments about the system's ease of use.

H1: Chatbot quality has a significant positive effect on perceived ease of use.

Research also consistently supports a positive relationship between chatbot quality and perceived usefulness. Ashfaq et al. (2020) found that chatbots providing timely, accurate, and

relevant responses lead users to view the system as more beneficial since it offers tangible value. Likewise, Brandtzaeg & Følstad (2018) argue that well-designed and well-performing chatbots enable users to recognize the practical utility of engaging with such systems.

H2: Chatbot quality has a significant positive effect on perceived usefulness.

Perceived usefulness is directly related to how easy something is to use, according to Davis (1989), who proposed this inside the TAM. This correlation has been confirmed by other follow-up research, such as Venkatesh and Davis (2000), which found that people are more likely to assess technology favorably if they think they are simple to use. Similarly, Ashfaq et al. (2020) find substantial empirical evidence that usability correlates positively with usefulness.

H3: Perceived ease of use has a significant positive effect on perceived usefulness.

Perceived usefulness is also recognized as a critical determinant of user satisfaction. When users believe that chatbots enhance task efficiency, provide accurate information, and assist in resolving issues, their satisfaction with the service generally increases. Existing research consistently shows that higher levels of perceived usefulness lead to greater user satisfaction. In the TAM, Davis (1989) explains that usefulness not only shapes attitudes toward technology but also strengthens continued usage intentions. Ashfaq et al. (2020) reaffirm these findings, suggesting that satisfaction arises when chatbot performance aligns with or exceeds user expectations. The positive association between usefulness and satisfaction is further supported by Rese et al. (2020), who demonstrate similar patterns within chatbot usage contexts.

H4: Perceived usefulness has a significant positive effect on satisfaction with chatbot use.

2. RESEARCH METHOD

This research adopted a descriptive design, which seeks to portray specific phenomena, such as market characteristics or their functions (Malhotra, 2020). Descriptive studies typically utilize quantitative data to respond to research questions (Hair et al. 2021). A sample refers to a subset of the population chosen to represent the whole in a study (Malhotra, 2020). In this research, probability sampling was employed, specifically using the stratified random sampling method. This technique involves dividing the population into several subgroups or strata that are mutually exclusive and collectively exhaustive meaning each population element belongs to only one stratum and none are omitted. Random samples are then drawn from each of these strata (Malhotra, 2020)

Research Model

Based on the previously outlined theoretical foundation and hypotheses, the research model depicts how the variables in this study are interconnected. It posits that Chatbot Quality exerts a positive effect on both Perceived Ease of Use and Perceived Usefulness. Furthermore, Perceived Ease of Use is anticipated to enhance Perceived Usefulness, which in turn is expected to increase Satisfaction with Chatbot Use. Overall, the conceptual framework merges the Technology Acceptance Model with elements of service quality derived from artificial intelligence-based systems.

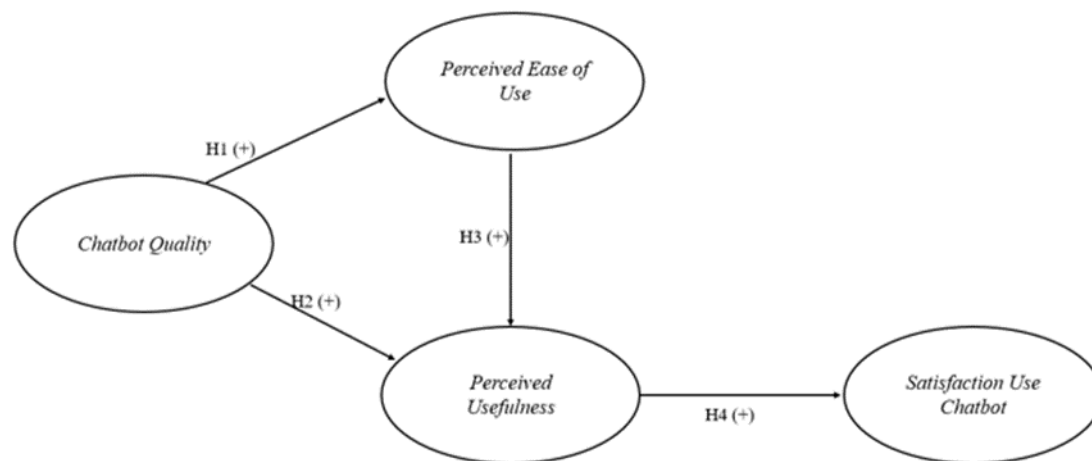


Figure 1. Research Framework

Data Collection and analysis

In this study, data were gathered using an online questionnaire distributed to individuals who had previously interacted with customer service chatbots on e-commerce platforms (Sekaran & Bougie, 2017). A purposive sampling method was employed, whereby participants were intentionally chosen based on predetermined criteria relevant to the research aims. The resulting dataset was examined using the Partial Least Squares–Structural Equation Modeling technique, selected for its effectiveness in analyzing complex research frameworks and its ability to accommodate latent constructs measured by multiple indicators (Shao et al. 2022). The decision to adopt PLS-SEM was further supported by several methodological considerations outlined by Hair & Alamer (2022).

Measurement of Research Variables

The research instrument for this study was a structured questionnaire made up of statements meant to evaluate the following constructs: chatbot quality, perceived ease of use, perceived utility, and satisfaction with chatbot use. A five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," was used to assess all measuring questions, which were derived from previously validated research (Sekaran & Bougie, 2017).

Each construct in the study was operationalized based on indicators drawn from established research. Chatbot Quality was assessed using five items that capture elements such as accuracy of responses, the chatbot's ability to understand users, interactivity, reliability, and overall ease of use (Li et al. 2020). Perceived Ease of Use was measured with two items reflecting the simplicity of operating the chatbot and the minimal effort required during interaction (Aslam et al. 2022). Perceived Usefulness included two indicators evaluating how effectively the chatbot delivers prompt product information and enhances efficiency in online shopping activities (Ashfaq et al. 2020). Satisfaction with Chatbot Use was represented by three items that measure overall satisfaction, the pleasantness of the service experience, and users' positive assessment of the Shopee chatbot's performance (Nguyen et al. 2021).

3. RESULTS AND DISCUSSIONS

Validity Test

The purpose of the validity evaluation was to make sure that each indicator accurately represented its own concept. Examining the Outer Loading values and the AVE allowed us to determine the convergent validity. Loading ratings higher than 0.70 were seen in all measures,

suggesting high validity. The measures also had adequate convergent validity as the AVE values for all constructs were more than the 0.50 criterion.

Table 1. Convergent Validity Test

Construct	AVE	Remark
CQ	0.656	Valid
PEOU	0.820	Valid
PU	0.839	Valid
SAT	0.844	Valid

Validity Test Results

The findings from the convergent validity assessment indicate that all constructs obtained Average Variance Extracted values above the 0.50 benchmark (CQ = 0.656; PEOU = 0.820; PU = 0.839; SAT = 0.844). These outcomes verify that each construct satisfies the criteria for convergent validity, demonstrating that the indicators adequately capture and represent their corresponding latent variables.

Table 2. Outer Loading Factor

Konstruk	Indikator	Loading Factor
CQ	CQ1, CQ2, CQ3, CQ4, CQ5	0.843, 0.777, 0.758, 0.819, 0.848
PEOU	PEOU1, PEOU2	0.909, 0.902
PU	PU1, PU2	0.913, 0.920
SAT	SAT1, SAT2, SAT3	0.928, 0.919, 0.910

Convergent validity was evaluated by analyzing the outer loading values of each indicator within the constructs. The results show that all indicators exceeded the 0.70 loading threshold, confirming their appropriateness in representing their respective constructs. For the Chatbot Quality construct, the indicators CQ1 (0.843), CQ2 (0.777), CQ3 (0.758), CQ4 (0.819), and CQ5 (0.848) all produced satisfactory values, with the lowest loading (CQ3) still remaining above the accepted minimum. The Perceived Ease of Use construct included two indicators—PEOU1 (0.909) and PEOU2 (0.902)—both of which displayed very high loading values, indicating that the construct is captured effectively. Similarly, the indicators for Perceived Usefulness, PU1 (0.913) and PU2 (0.920), showed strong loadings, demonstrating their validity in measuring perceived usefulness. The Satisfaction with Chatbot Use construct, represented by SAT1 (0.928), SAT2 (0.919), and SAT3 (0.910), also exhibited excellent consistency, with all loadings surpassing 0.90. Overall, these results confirm that all indicators meet the convergent validity requirement, as their loading values exceed the recommended cutoff (≥ 0.70). This indicates that each indicator reliably reflects its associated latent variable, supporting the suitability of the measurement model for subsequent analyses.

Discriminant Validity

Heterotrait-Monotrait Ratio Results

The Heterotrait-Monotrait Ratio test was employed to assess the discriminant validity among the research constructs. The Heterotrait-Monotrait Ratio values are presented in a triangular matrix, where only the correlations between different constructs are displayed, while the main diagonal and upper part of the table remain empty.

Table 3. Heterotrait-Monotrait Ratio

	CQ	PEOU	PU	SAT
PEOU	0.879			
PU	0.797	0.893		
SAT	0.896	0.699	0.736	

Heterotrait-Monotrait Ratio Results

The findings reveal that the Heterotrait-Monotrait Ratio between CQ and PEOU is 0.879, between CQ and PU is 0.797, and between PU and PEOU is 0.893. Additionally, the HTMT values for SAT in relation to CQ, PEOU, and PU are 0.896, 0.699, and 0.736, respectively. Since all values are below the 0.90 cutoff, the results confirm that the constructs meet the requirements for discriminant validity. This indicates that each construct is distinct from the others and that no multicollinearity issues are present within the model.

Reliability Test

This reliability analysis looked at the indicators' consistency in measuring the specified constructs. The internal consistency was assessed using Cronbach's Alpha and Composite Reliability. There was a great deal of consistency across the indicators, and the measuring device was confirmed to be dependable, because all constructions achieved values higher than the 0.70 marker on both measures.

Table 4. Reliability Test

Construct	Cronbach's Alpha	Composite Reliability	Remark
CQ	0.868	0.868	Reliable
PEOU	0.781	0.780	Reliable
PU	0.809	0.807	Reliable
SAT	0.908	0.906	Reliable

Reliability Test Results

The results of the reliability analysis show that all constructs achieved Cronbach's Alpha and Composite Reliability scores above the 0.70 threshold. These findings confirm that each construct exhibits robust internal consistency and that the measurement instruments applied in this study are dependable for subsequent statistical evaluation.

Table 5. Path Coefficients

Hypothesis	Relationship	β (Original Sample)	t-statistics	p-value	Result
H1	CQ $\rightarrow$ PEOU	0.731	13.956	0.000	Accepted
H2	CQ $\rightarrow$ PU	0.332	3.222	0.001	Accepted
H3	PEOU $\rightarrow$ PU	0.467	3.954	0.000	Accepted
H4	PU $\rightarrow$ SAT	0.633	9.338	0.000	Accepted

The bootstrapping results show that all paths between the constructs are statistically significant at the 5 percent level ($p < 0.05$). The significant relationships include CQ $\rightarrow$ PEOU ($\beta = 0.731$; $t = 13.956$; $p = 0.000$), CQ $\rightarrow$ PU ($\beta = 0.332$; $t = 3.222$; $p = 0.001$), PEOU $\rightarrow$ PU ($\beta = 0.467$; $t = 3.954$; $p = 0.000$), and PU $\rightarrow$ SAT ($\beta = 0.633$; $t = 9.338$; $p = 0.000$). These findings show that the perceived utility and ease of use of a chatbot are strongly impacted by its quality. Also, how effective a chatbot is is directly correlated to how satisfied users are with their experience using it, and how easy it is to use is a major factor in how valuable it is.

The collinearity analysis of the outer model reveals that all indicators have Variance Inflation Factor values between 1.694 and 3.546, which fall well below the maximum allowable limit of 5. This confirms the absence of multicollinearity among indicators and supports their appropriateness as measures of latent variables without biasing the estimation process. Similarly, VIF values in the inner model range from 1.000 to 2.240, also below the threshold of 5, indicating that multicollinearity is not present among the constructs. This suggests that the exogenous variables are not redundant in explaining the endogenous constructs, ensuring that the path coefficients can be interpreted with confidence.

The findings of this study indicate that chatbot quality exerts a strong positive influence on perceived ease of use (H1 supported). This outcome is in line with earlier research by Lin (2015), Wang & Lin (2012), and Zhang (2025), which demonstrated that the quality of a chatbot shapes how effortless users perceive the system to be—particularly as users increasingly expect rapid, convenient, and efficient digital interactions. When a chatbot is capable of accurately interpreting user questions, delivering relevant information, and offering an intuitive interface, users experience smoother and more seamless interactions. In contrast, chatbots that respond slowly, provide irrelevant outputs, or struggle to understand user intent often lead users to conclude that the technology is difficult to use. Such negative experiences may reduce their willingness to rely on the system. Hence, chatbot quality becomes a key determinant of perceived ease of use, which ultimately influences technology acceptance and continued utilization.

Furthermore, the research confirms that the perceived utility of chatbots is much improved by their quality (H2 supported). Previous research by Ashfaq et al. (2020), Lubbe & Ngoma (2021), Nguyen et al. (2021), and Silva et al. (2023) has shown that the trustworthiness, engaging nature, and reliability of a chatbot have a direct impact on how valuable users perceive it to be. Users are more likely to see the chatbot as useful and productive if they find its replies to be accurate and helpful (Zhu et al. 2022). In addition, prior research has shown that interaction is crucial for enhancing perceived utility (Adam et al., 2021; Lubbe & Ngoma, 2021).

The results also confirm a significant positive relationship between perceived ease of use and perceived usefulness (H3 supported). This aligns with studies by Lin (2024), Myin & Watchravesringkan (2024), Park & Kim (2023), Silva et al. (2023), and Yang et al. (2025), which consistently show that users are more likely to view a system as useful when it is simple and straightforward to operate. Consequently, organizations must prioritize intuitive system design to increase user appeal and expand adoption. Nonetheless, marketing reports point out that users' judgments about usefulness are sometimes shaped more by the system's accessibility and availability than by direct usage experiences.

Furthermore, perceived usefulness was found to significantly enhance satisfaction with chatbot use (H4 supported). As perceived usefulness increases, so does the level of satisfaction users derive from their interactions with chatbots. This corresponds with earlier findings by Adam et al. (2021), Eren (2021), Lubbe & Ngoma (2021), Ashfaq et al. (2020), Chung et al. (2020), Nguyen et al. (2021), and Tan & Lim (2023), which suggest that satisfaction rises when chatbot performance meets or surpasses user expectations. Users who experience time savings, efficient problem resolution, and helpful information from chatbot interactions are more likely to view their experience positively (Nguyen et al. 2021). The quality of a chatbot—reflected through relevant responses, prompt replies, ease of connection, and dependable issue resolution—plays an important role in fostering positive user attitudes. This echoes previous research showing that high-quality chatbots contribute to stronger user satisfaction and improved customer service experiences within e-commerce environments (Chung et al. 2020). Collectively, these findings underscore the importance of chatbot quality in enhancing user satisfaction and optimizing customer support processes on digital platforms.

4. CONCLUSION AND SUGGESTIONS

This study considers the moderating effects of perceived utility and simplicity of use to examine how chatbot quality affects satisfaction with chatbot usage. It is clear from the results

that the measuring instruments are valid and reliable because all constructs meet the criteria for convergent validity, discriminant validity, and reliability. Perceived utility and ease of use are both improved by improved chatbot quality, according to the structural findings. Perceived usefulness considerably boosts satisfaction with chatbot usage, whereas perceived ease of use has a considerable beneficial influence on perceived usefulness. Results like this highlight how important chatbot quality is for making users feel satisfied with their experience. Moderate R^2 values indicate that the exogenous factors adequately explain the endogenous constructs. By providing empirical support for the Technology Acceptance Model as it pertains to chatbots used in online commerce, the results as a whole provide theoretical insights. Findings have practical implications for e-commerce platforms like Shopee, showing how important it is to improve chatbots' interaction, usability, and functional advantages to boost user happiness and engagement with chatbot services.

Theoretical Implications. This study adds to our knowledge of technology acceptance by developing a unified PLS-SEM framework that incorporates chatbot quality, perceived ease of use, perceived utility, and satisfaction with chatbot usage. The results add to the research on chatbot adoption in e-commerce environments and support the Technology Acceptance Model. Researchers interested in the psychological and technical factors that influence user happiness and the continued adoption of AI-driven systems might utilize this study as a starting point.

Learning Implications. The study also contributes to learning development in information systems and technology management. By integrating Chatbot Quality, Perceived Ease of Use, Perceived Usefulness, and Satisfaction Use Chatbot into a single empirical model, the research provides a practical learning tool suitable for courses such as Digital Marketing, Consumer Behavior, and Technology Adoption. Through the application of PLS-SEM, students can gain hands-on experience in applying theoretical models, interpreting statistical outputs, and understanding relationships among digital service variables. In this way, the study fosters experiential learning and strengthens digital literacy within academic environments.

Practical Implications. For industry practitioners—especially those in e-commerce such as Shopee—the findings underscore the necessity of continuously enhancing chatbot quality in terms of reliability, responsiveness, and interactivity. A chatbot that is intuitive and capable of delivering meaningful value directly contributes to higher user satisfaction and increased customer loyalty. Development efforts should therefore prioritize user experience, service personalization, and the integration of advanced AI capabilities to better address user needs. Beyond its relevance to industry, the model also serves as a practical instructional tool for information systems, consumer behavior, and digital marketing education. For example, Shopee's "Choki" chatbot can be used as a case study in academic settings to demonstrate the Technology Acceptance Model and provide hands-on practice with PLS-SEM. This enables learners to explore system quality, perceived ease of use, perceived usefulness, and satisfaction through realistic simulations, hypothesis testing, and model interpretation. Consequently, the study supports both practical improvements and experiential learning related to AI-based technology adoption.

Suggestions for Future Research. This study is limited by its focus on Shopee users in Indonesia. Future studies are encouraged to expand the scope by examining other e-commerce platforms or additional industries to obtain a more holistic understanding of chatbot adoption. Further research could also integrate variables such as trust, confirmation, or continuance intention to enrich the analysis and provide deeper insights into factors driving sustained chatbot usage.

REFERENCES

- Adam, M., Wessel, M., & Benlian, A. (2021). AI-based chatbots in customer service and their effects on user compliance. *Electronic Markets*, 31(2), 427–445. <https://doi.org/10.1007/s12525-020-00414-7>
- Adamopoulou, E., & Moussiades, L. (2020). An Overview of Chatbot Technology. *IFIP Advances in Information and Communication Technology*, 584 IFIP, 373–383. https://doi.org/10.1007/978-3-030-49186-4_31
- Adawiyah, W. R., Fitriani, E., & Yuliani, W. (2024). The effect of behavioral intention and perceived ease of use in adopting mobile payment. *International Journal of Business and Economics*, 5(2), 45–56. <https://ijbejournal.com/article/view/524>
- Alamer, A. (2022). Partial least squares structural equation modeling (PLS-SEM) in social sciences. *Journal of Applied Research Methods*, 11(1), 23–41. <https://doi.org/10.5281/zenodo.6578239>
- Al-dweeri, R. M., Obeidat, Z. M., Al-dwairi, K. M., & Alshurideh, M. T. (2018). The effect of e-service quality on customers' satisfaction. *International Journal of Business and Management*, 13(8), 141–151. <https://doi.org/10.5539/ijbm.v13n8p141>
- Ashfaq, M., Yun, J., Yu, S., & Loureiro, S. M. C. (2020). I, Chatbot: Modeling the determinants of users' satisfaction and continuance intention of AI-powered service agents. *Telematics and Informatics*, 54(5), 101473 - 101587. <https://doi.org/10.1016/j.tele.2020.101473>
- Aslam, W., Farhat, K., & Arif, I. (2022). Predicting customer satisfaction with AI chatbots. *Computers in Human Behavior Reports*, 6(1), 140-159. <https://doi.org/10.1016/j.chbr.2022.100161>
- Attar, M. (2025, Februari 19). *Jumlah pengguna internet Indonesia tembus 221 juta orang*. Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Ayo, C. K., Oni, A. A., Adewoye, J. O., & Eweoya, I. O. (2016). E-banking users' behaviour: E-service quality, attitude, and customer satisfaction. *International Journal of Bank Marketing*, 34(3), 347–367. <https://doi.org/10.1108/IJBM-12-2014-0175>
- Brandtzaeg, P. B., & Følstad, A. (2018). Chatbots: Changing user needs and motivations. *Interactions*, 25(5), 38–43. <https://doi.org/10.1145/3236669>
- Candela, A. (2018). Exploring perceived usefulness in technology adoption. *Journal of Information Systems Research*, 29(2), 98–112. <https://doi.org/10.1287/isre.2018.0812>
- Cempaka, D. A., & Hadiprawoto, E. (2025). The role of chatbots in customer service automation: Evidence from Indonesian e-commerce. *Asian Journal of Business Research*, 12(3), 77–91. <https://doi.org/10.14707/ajbr.2025.123>
- Chen, J., Luo, X., & Xu, Y. (2021). Service quality dimensions and customer satisfaction in e-commerce. *Journal of Retailing and Consumer Services*, 61(4), 102583 - 102603. <https://doi.org/10.1016/j.jretconser.2021.102583>
- Chung, M., Ko, E., Joung, H., & Kim, S. J. (2020). Chatbot e-service and customer satisfaction regarding luxury brands. *Journal of Business Research*, 117(2), 587–595. <https://doi.org/10.1016/j.jbusres.2018.10.004>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Dilmegani, C. (2021). How AI chatbots transform customer service. *AI Multiple Reports*, 15(2), 1–8. <https://research.aimultiple.com/ai-chatbots-customer-service/>
- Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2019). Re-examining the Unified Theory of Acceptance and Use of Technology (UTAUT):

- Towards a revised theoretical model. *Information Systems Frontiers*, 21(3), 719–734. <https://doi.org/10.1007/s10796-017-9774-y>
- Ghozali, I. (2020). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan SmartPLS* (3rd ed). Universitas Diponegoro.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Harahap, I. S., & Fitria, R. (2020). The role of chatbot assistance in online business. *Journal of Information Systems Research*, 9(2), 14–20. <https://jisrjournal.com/article/view/92014>
- Ida, M. (2025). Digital transformation and internet usage behavior in Indonesia. *Journal of Information Technology and Society*, 5(1), 1–10. <https://jitsociety.org/article/2025-digital-transformation>
- Kaushal, V., & Yadav, R. (2023). Customer satisfaction through AI chatbots: The moderating role of responsiveness. *Journal of Retailing and Consumer Services*, 12(3), 1407-1409. <https://doi.org/10.1016/j.jretconser.2023.140709>
- Li, Y., & Zhang, M. (2023). Chatbot service quality and customer satisfaction: The moderating role of trust. *Computers in Human Behavior*, 139(1), 107548. <https://doi.org/10.1016/j.chb.2022.107548>
- Li, Y., Li, J., & Yang, H. (2020). Measuring chatbot service quality in e-commerce. *International Journal of Information Management*, 52(8), 102098. <https://doi.org/10.1016/j.ijinfomgt.2019.102098>
- Li, Y., Zhang, M., & Wang, Y. (2021). User satisfaction with chatbots in online travel agencies. *Tourism Management Perspectives*, 40(10), 100894. <https://doi.org/10.1016/j.tmp.2021.100894>
- Lubbe, B., & Ngoma, M. (2021). Chatbots as an emerging service delivery channel in digital marketing. *Journal of Marketing Development and Competitiveness*, 15(3), 67–79. <https://www.na-businesspress.com/jmddopen.html>
- Malhotra, N. K. (2020). *Marketing Research: An Applied Orientation* (8th ed.). Pearson.
- Nguyen, D.M., Chiu, Y.-T.H., Le, H.D. (2021). Determinants of continuance intention towards banks' chatbot services in Vietnam: a necessity for sustainable development. *Sustainability* 13(14), 2-12. <https://www.mdpi.com/2071-1050/13/14/7625>
- Prasetyono, R., Setiawan, B., & Lestari, D. (2021). Online marketplace dynamics in Indonesia: A comparative study of Shopee, Tokopedia, and Bukalapak. *Journal of Business and Economics*, 13(4), 211–222. <https://jbejournal.com/article/view/134211>
- Pratomo, Y. (2023, Juni 16). *6 marketplace terbesar di Indonesia tahun 2022, Shopee teratas*. Kompas.com. <https://tekno.kompas.com/read/2023/06/16/19300027/6-marketplace-terbesar-di-indonesia-tahun-2022-shopee-teratas>
- Rajaobelina, L., Brun, I., & Ricard, L. (2021). Service quality and customer satisfaction in AI-based customer service. *Journal of Service Theory and Practice*, 31(3), 345–362. <https://doi.org/10.1108/JSTP-09-2020-0222>
- Rese, A., Ganster, L., & Baier, D. (2020). Chatbots in retailers' customer communication: How to measure their acceptance? *Journal of Retailing and Consumer Services*, 56(1), 2-10. <https://doi.org/10.1016/j.jretconser.2020.102176>
- Safitri, M., Lestari, H., & Siregar, D. (2020). The influence of e-service quality on satisfaction in online transactions. *Indonesian Journal of Business Research*, 9(1), 44–56. <https://ijbrjournal.com/article/view/91044>
- Saladdin, A., Putra, D., & Suryani, T. (2020). The use of chatbot technology in customer service. *Journal of Applied Business Research*, 36(3), 122–131. <https://doi.org/10.19030/jabr.v36i3.10319>

- Saputra, I., & Sutarso, H. (2023). The effect of chatbot integration on customer satisfaction: Evidence from Shopee. *Journal of Information Systems and Technology Management*, 20(1), 1–14. <https://jistem.tecsi.org/article/view/20114>
- Sekaran, U., & Bougie, R. (2017). *Research Methods for Business: A Skill Building Approach* (7th ed.). Wiley.
- Shao, X., Zhang, Q., & Liu, H. (2022). Using PLS-SEM in marketing and information system studies: A practical guide. *Industrial Management & Data Systems*, 122(7), 1513–1531. <https://doi.org/10.1108/IMDS-11-2021-0675>
- Silva, F. A., Shojaei, A. S., & Barbosa, B. (2023). Chatbot-Based Services: A Study on Customers' Reuse Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(1), 457–474. <https://doi.org/10.3390/jtaer18010024>
- Sundjaja, A. M., Utomo, P., & Colline, F. (2024). The determinant factors of continuance use of customer service chatbot in Indonesia e-commerce: extended expectation confirmation theory. *Journal of Science and Technology Policy Management*. 16(1), 183-198. <https://doi.org/10.1108/JSTPM-04-2024-0137>
- Tang, Y., Chen, H., & Huang, S. (2021). Exploring behavioral intention through the Theory of Planned Behavior. *Journal of Behavioral Studies*, 10(2), 44–53. <https://jbsjournal.com/article/view/10244>
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Waarden, L., Verhagen, T., & Feldberg, F. (2020). Measuring chatbot quality in online retail. *Journal of Service Management*, 31(6), 1087–1110. <https://doi.org/10.1108/JOSM-04-2020-0123>
- Wibowo, A., Pramudito, A., & Susanto, H. (2020). Chatbot adoption in Indonesian e-commerce: A consumer perspective. *Indonesian Journal of Information Systems*, 5(1), 12–23. <https://ijisjournal.org/article/view/50123>
- Zhang, Y. (2025). Exploring user perception of chatbot interaction in e-commerce. *Journal of Interactive Marketing*, 61(1), 15–29. <https://doi.org/10.1016/j.intmar.2025.01.002>
- Zhu, D., Wang, C., & Zhao, Q. (2022). Chatbot interaction and perceived usefulness in digital retailing. *Computers in Human Behavior*, 135(10), 642–652. <https://doi.org/10.1016/j.chb.2022.107345>



Indexing



International Journal of Application on Economics and Business

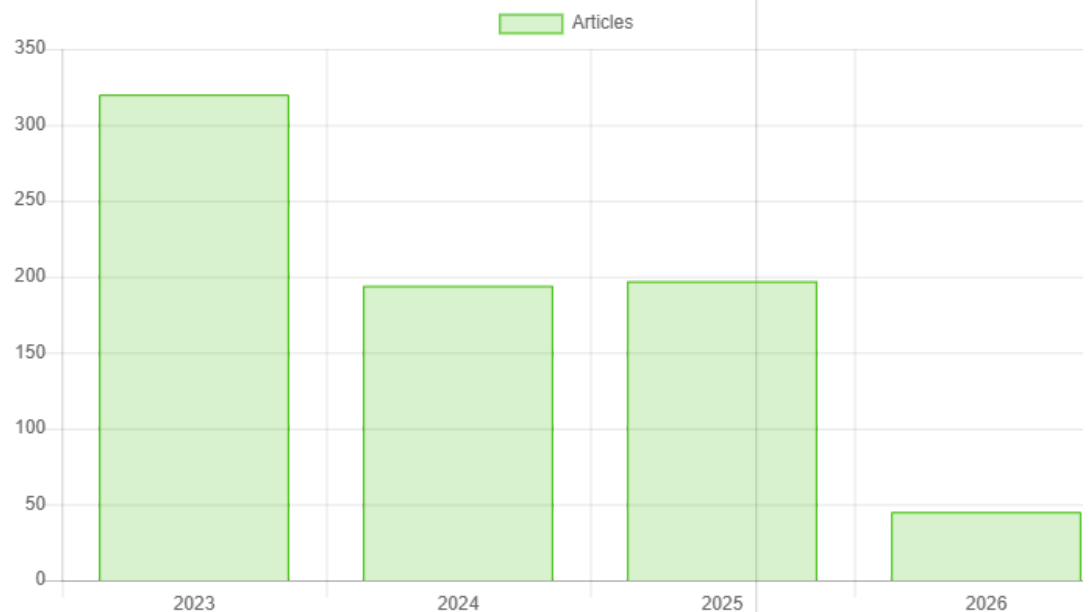
 [Website](#)

Published by [Universitas Tarumanagara](#)

International Journal of Application on Economics and Business (IJAEB) contains articles on the following topics: Entrepreneurship studies, Business studies, Management studies, Accounting studies, Economics studies

Publication Per Year

[View Document](#)



Sinta Bima Arjuna PDDIKTI Risbang Scopus Rama



Kementerian Pendidikan, Kebudayaan, Riset,
dan Teknologi
(The Ministry of Education, Culture, Research,
and Technology)

© 2018

International Journal of Application on Economics and Business (IJAEB)



English title: International Journal of Application on Economics and Business (IJAEB)

ISSN: 2987-1972 (online)

DOI: *n/d*

Website: <https://journal.untar.ac.id/index.php/ijaeb/index>

Publisher: *n/d*

Country: ID

Language of publication: *n/d*

Deposited publications: 179 Full text: 100% | Abstract: 100% | Keywords: 100% | References: 100%

Journal description

Details

Scientific profile

Editorial office

Publisher

International Journal of Application on Economics and Business (IJAEB) contains articles on the following topics: Entrepreneurship studies, Business studies, Management studies, Accounting studies, Economics studies

Non-indexed in the ICI Journals Master List 2025

Not reported for evaluation

[Archival ratings](#)

MSHE points:

n/d

[Archival ratings](#)