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#### **RESEARCH ARTICLE**

# Modeling the Determinants of Users' Satisfaction and Continuance Intention of Chatbot Users in E-Marketplace

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ARTICLE INFO	ABSTRACT
Received: Sep 18, 2024	Chatbots function as text-based conversational agents designed to simulate
Accepted: Nov 26, 2024	interactions with users. This study proposes an analytical framework that integrates several models, including the Expectation-Confirmation Model
	(ECM), Information System Success (ISS) model, Technology Acceptance
Keywords	Model (TAM), and Need for Interaction with a Service Employee (NFI-SE). The research aims to identify the factors influencing user Satisfaction and
Expectation-Confirmation	Continuance Intention of chatbot users in e-marketplace. The population
Model (ECM)	used in this study consists of chatbot users in e-marketplace. The sampling
(ISS) Model	used to select a sample of 300 respondents. The research method utilized is
Need For Interaction With A	a quantitative associative approach. Data collection was conducted using
Service Employee (NFI-SE)	Google Forms. The analysis method used is the PLS-SEM technique,
Chatbot E Commorco	performed with Smart PLS.
E-Commerce.	

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#### INTRODUCTION

Online shopping via smart phones has become a common activity in Indonesia, reflecting its position as one of the largest and fastest-growing e-commerce markets in the world [1]. Despite the many benefits consumers encounter, such as time and cost savings and the ease of price comparison, challenges in the form of consumer complaints, particularly related to product delivery, remain issues that need to be addressed [2]. In response to these challenges, e-commerce platforms have begun adopting artificial intelligence technology, specifically chatbots, as a solution to enhance customer service [3]. However, there is still a strong preference for human interaction when dealing with issues [4]. Nonetheless, well-designed chatbots can have a positive impact by providing higher efficiency and lower costs [5]. In this context, this research aims to understand the factors influencing user satisfaction and the intention to continue using chatbots in e-commerce in Indonesia. By utilizing models such as the Expectation-Confirmation Model (ECM), Information System Success (ISS) model, Technology Acceptance Model (TAM), and Need for Interaction with a Service Employee (NFI-SE), this study seeks to investigate user experiences and preferences regarding chatbot services [6]. This study not only aims to provide better insights into user preferences for chatbots but also to offer practical insights for e-commerce companies in improving their services. It is hoped that this research will help companies understand user preferences and enhance their users' experiences with chatbots.

### THEORETICAL BACKGROUND

#### **E-Commerce (Electronic Commerce)**

E-commerce describes the use of the internet or intranet to buy, sell, transport, and trade data, goods, or services [7]. Many people use the term "e-business" instead of "e-commerce" because this definition of commerce has become very narrow. E-commerce involves financial transactions conducted through private telecommunications networks and the Internet [8]. Once the desire and possibility to purchase have been confirmed, along with the use of a credit card to transfer the required amount from one account to another, an e-commerce transaction is a simple confirmation. In general, e-commerce encompasses all types of business relationships. Internet technology allows actors to interact with each other.

#### Chatbot

Chatbots, also known as virtual assistants, can be implemented on various open development platforms such as Facebook Messenger, Slack, Skype, Microsoft Teams, and others. Currently, chatbot technology is widely used across various industries including travel, food and restaurants, manufacturing, insurance, banking, e-commerce, and more [9]. Chatbot, also known as a talkbot, chatterbox, Bot, Instant Messaging-bot, or Artificial Conversational Entity, is a computer program that mimics human conversation in text or speech by utilizing artificial intelligence technologies such as Natural Language Processing (NLP) [10]. A chatbot can analyze each input from users and provide appropriate responses or answers. Communication between a chatbot and users is usually conducted through written conversation, although some chatbot technologies are now capable of using voice as a means of interaction [11].

### **Expectation-Confirmation Model (ECM)**



Figure 1. Expectation-Confirmation Model

This theory emphasizes the importance of hope, satisfaction, perceived benefits, and the intention to continue using. Bhatta charjee developed the Expectation-Confirmation Model (ECM) to improve understanding of the sustainability of information systems [12]. As shown incontributes satisfaction and perceived usefulness contribute to satisfaction, while confirmation of expectations and perceived usefulness influence the level of satisfaction. In addition, perceived usefulness and satisfaction are also influenced by confirmation of expectations, a variable sought in most information systems [13]. As a relatively new technology, users will use chatbots if they believe that the chatbot is useful and meets their expectations.

### **Continuance Intention (CI)**

Entrepreneurs consider it essential to consider the continued intention to use a chatbot and the level of satisfaction with it, as these two factors have a close correlation with some crucial desired outcomes. The level of satisfaction is directly related to brand loyalty, while the desire to reorder is highly dependent on the level of satisfaction [14]. Although there is sufficient evidence to support the relationship between satisfaction and intention to continue use, research has shown mixed results when exploring additional factors that influence satisfaction and intention to continue use [6]. Continuance intention is the desire that arises from customers or subscribers to continue using the services they have used because they are considered useful [15]. This can also be interpreted as a process of building consumer loyalty towards a particular brand, where it is hoped that customers will return to buy that product in the future [16]. In simple terms, continuance intention can be explained as the customer's possibility to continue a subscription or reuse a service in the future [17].

#### Satisfaction

Many researchers have proposed that user satisfaction has a significant role in determining the success of information systems (IS) [18]. According to the expectation confirmation model (ECM), customers repurchase intentions are preceded by their satisfaction, which is directly influenced by disconfirmation arising from the difference between customers' pre-purchase expectations and the actual performance of the product or service after purchase. Satisfaction is thought to shape post-purchase attitudes and repurchase intentions [19]. ECM has been adopted in the IS literature to explain the relationship between expectations, disconfirmation, and satisfaction regarding the use of information technology (IT) [20]. Customer satisfaction refers to meeting a customer's needs, desires, and expectations regarding a product. This encourages customers to continue using the product, fosters loyalty, and encourages them to share their positive experiences with others [21]. It reflects customer responses and evaluations of their level of satisfaction with a product.

#### Information System Success (ISS): Delon & McLean Model



Figure 2. Information System Success (ISS): Delone dan McLean

Delone and McLean [22] developed this model as an update to the prior model. This model explains how a user's use, satisfaction, and desire to keep using a product predicts its perceived usefulness. In the previous model, service quality is the new variable. They point out that crucial elements for the success of information systems are service and information quality [23], and this holds true for chatbots as well. As demonstrated in Figure 2, this model illustrates how the caliber of data, systems, and services has a major impact on consumers' happiness with the product and their intention to use it. This research integrates ISS into an analytical model to consider the factors described in the ISS framework, such as information quality (IQ) and service quality (SQ), in predicting user satisfaction with chatbots. Thus, ISS provides a solid foundation for understanding the influence of information system quality aspects, such as information quality and service quality, on users' experiences with chatbots.

### Information Quality (IQ)

Information quality refers to the way customers assess the quality of information displayed in mobile e-commerce applications [24]. Customers' perceptions of information quality are often a determining factor in their level of satisfaction [25]. Some studies highlight the importance of information usefulness and relevance, while others treat information quality as an important aspect of overall customer satisfaction without explicitly separating them. One aspect that users expect when using the system is the quality of the information. DeLone and McLean (2003) stated that the level of user satisfaction is greatly influenced by the quality of information; good-quality information tends to increase user satisfaction, while inadequate information can encourage users to search harder for information. Apart from that, service quality also plays an important role in determining the level of user satisfaction. The same research also shows that information quality, as a component of overall quality, has a positive impact on satisfaction [26]. Additionally, the quality of contextual and representational information has been shown to be a factor that influences user satisfaction [27]. The use of information quality (IQ) in this research is essential because IQ plays an important role in influencing user satisfaction with chatbot services. IQ refers to the accuracy, completeness, and novelty of information provided by digital technology such as chatbots [6]. In the context of chatbot services, the quality of information provided by a chatbot can influence users' perceptions of their usefulness and satisfaction with the service.

### Service Quality (SQ)

Service quality is a customer attitude that is formed through a long-term evaluation of m-commerce service performance [24]. Quality service contributes directly to user satisfaction [22]. Good service

increases the likelihood of user satisfaction, and there is a close relationship between use and user satisfaction [22]. To achieve user satisfaction, use of the system must be initiated. A positive usage experience can increase the level of user satisfaction. A high level of system usage also has a positive impact on user satisfaction with the system. The use of service quality (SQ) in this research is important because SQ is a key factor that can influence user satisfaction with chatbot services. SQ refers to the fast response, individual attention, and reliability of the service provided by a chatbot. In the context of chatbot services, good service quality can increase users' trust in chatbots and influence their level of satisfaction [6].

### Technology Acceptance Model (TAM)



Figure 3. Technology Acceptance Model (TAM)

This model in Figure 3 was designed by Davis, F. D. (1989) [28], with the basic assumption that perceived usefulness can be predicted by perceived ease of use. These two variables also influence users' intentions to use new technology and attitudes. The smoothness of the user experience, which can be disrupted by unclear information, technical issues, and other variables, will reduce the success of the predicted results. Perceived enjoyment has been the focus of several previous studies, which investigated how perceived ease of use and perceived enjoyment influence satisfaction and intention to continue use.

# Perceived Ease of Use (PEOU)

Perceived Ease of Use (PEOU) is a user's view of the level of ease or difficulty in using a technology or system [28]. PEOU is one of the elements in the Technology Acceptance Model (TAM) [6], which illustrates the extent to which users believe that the use of the technology will run smoothly without requiring excessive effort. TAM predicts individual attitudes towards technology use and considers two key determinants, namely: PU and PEOU [28]. A previous study conducted by Amin et al. (2014) [29] found that a positive view of ease of use contributed positively to customer satisfaction. These results show that customer satisfaction levels tend to increase when they believe that the new technology or product they use is easy to use, learn, and understand [30]. Likewise, the level of customer confidence in a product, technology, or company will increase when they feel or believe that they do not require extensive effort to learn how to operate it.

### Perceived Usefulness (PU)

Perceived usefulness (PU) is a term that describes users' views on the extent to which they believe that the use of a technology or system will improve their performance or productivity [28]. PU is one aspect of the Technology Acceptance Model (TAM) [6]. Perceived usefulness is the level of a person's belief in the benefits obtained from using technology or systems. This refers to the user's belief that such use will improve their performance in performing a task [28]. Amin et al. (2014) [29] found that a positive view of PU contributed positively to customer satisfaction. PU describes the extent to which a person believes that the technology used is a major factor in achieving their learning goals. This emphasizes that the impact of individual behavior is a key factor in the sustainable use of technology in various situations [31]. These TAM model variables are important determinants of satisfaction and continuity intention for any technology service [13].

# Need for Interaction with a Service Employee

Need for Interaction with a Service Employee (NFI-SE) is a term that refers to a user's desire or need to interact with a service employee or service officer in a consumer service situation [13]. The NFI-SE concept reflects how much users want or feel it is important to connect with humans rather than using technology or automated systems such as chatbots in service experiences [6]. In addition to explaining satisfaction and continuance intentions, Ashfaq (2020) [6] highlights the need for interactions with service employees to pay more attention to variations in personal traits. The need

to interact with service employees acts as a link between perceived usefulness and perceived ease of use, and predicts chatbot user satisfaction [6]. If there is a greater need to interact with service staff, the experience of using a chatbot may be impacted. This condition can occur if chatbots replace the role of humans in customer service and reduce human-to-human interaction [32].

### **Perceived Enjoyment**

Perceived enjoyment (PE) is a term that describes a user's view of how enjoyable or exciting the experience of using a technology or system is [33]. PE is a dimension related to the emotional aspects of the user's experience in interacting with technology [34]. Simultaneously, the ease of use (PEOU) and perceived satisfaction (PE) of the technology acceptance model (TAM) have been recognized as crucial factors in improving customer satisfaction and satisfaction index (CI), especially in technological environments (Hong et al., 2006). Some literature has confirmed that users who feel intrinsic pleasure and find the system enjoyable during their use can have a positive impact on user satisfaction as well as the Satisfaction Index (CI). This is because users sometimes use technology for entertainment and enjoyment purposes rather than to improve performance [28]. When consumers interact with a chatbot, a pleasant experience can trigger positive feelings [34], which will contribute to overall satisfaction [35]. Therefore, the author hopes that when users have a pleasant experience using a chatbot, they will feel more satisfied and willing to continue using the chatbot.

### Trust

Trust is the confidence or trust that another party will act in accordance with expectations, be reliable, and be honest in a relationship or transaction [36]. Satisfaction alone may not be enough to maintain a customer's long-term commitment to a product or service [37]. Therefore, it is necessary to combine satisfaction with other variables, such as trust, to better understand customers repurchase intentions. Venkatesh et al. (2008) also confirmed that trust, along with user satisfaction, are two key factors in adoption and continuance intention in e-commerce studies [38]. Online trust refers to consumer and stakeholder trust in a company's services or products in the context of business activities via electronic media or websites [39]. The concept of consumer trust has become the focus of studies in various fields, including in e-commerce literature [36].

### **RESEARCH METHODOLOGY**

### **Proposed Research Model and Hypotheses**

The combined model used includes the Expectation-Confirmation Model (ECM), TAM, and Information System Success (ISS): Delone and McLean, Need for Interaction with a Service Employee research model, which is added with the variables perceived enjoyment and trust. It can be seen in Figure 4. The hypothesis in this research uses a combined model construct that includes the Expectation-Confirmation Model (ECM), TAM, and Information System Success (ISS). Delone and McLean modified the Need for Interaction with a Service Employee research model. These constructs are related and form the following hypothesis:

H1= Trust has a positive effect on satisfaction from chatbot users.

H2= Information Quality has a positive effect on satisfaction from chatbot users.

H3= Service Quality has a positive effect on satisfaction from chatbot users.

*H4= Perceived Usefulness has a positive effect on satisfaction from chatbot users.* 

*H5= Perceived Ease of Use has a positive effect on satisfaction of chatbot users.* 

H6= Perceived Enjoyment has a positive effect on satisfaction from chatbot users.

H7= Perceived Usefulness has a positive effect on the continuance intention of chatbot users.

H8= Perceived Ease of Use has a positive effect on the continuance intention of chatbot users.

*H9= Perceived Enjoyment has a positive effect on the continuance intention of chatbot users.* 

H10= Satisfaction has a positive effect on continuance intention of chatbot users.

H11= Need for interaction with a service employee will moderate the influence of Perceived Enjoyment on satisfaction.

H12= Need for interaction with a service employee has a positive effect on satisfaction of chatbot users.

H13= Need for interaction with a service employee will moderate the influence of Perceived Ease of Use on satisfaction.

H14= Need for interaction with a service employee will moderate the influence of Perceived Ease of Use on satisfaction.

#### **Data Gathering**

The researchers analyzed the research model by distributing 300 online questionnaires via Google Forms in five areas in DKI Jakarta. In addition to the questions mentioned, the questionnaire also included questions about demographics, such as gender, age, frequency of using chatbots in the e-market in a month, and categories of problems frequently asked in chatbots. This study used a five-point Likert scale to measure respondents' responses and used Indonesian to avoid misunderstandings.

### **ANALYSIS METHODOLOGY**

The questionnaire was initially given out as a pre-test to a small sample of respondents to make sure the questions were clear and did not present any challenges for the respondents. Variance-based SEM techniques, such as partial least squares (PLS) and generalized structured component analysis (GSCA), are the two most widely utilized kinds. This research will employ PLS and a variance-based SEM approach.

#### **RESULTS AND DISCUSSION**

#### **Respondents' Overview**

Based on the data presented, the largest number of female respondents registered in the data is 52.33%, while males are 47.57%. The age category of 21–25 years is the largest age group in the data, covering more than 41.33% of the total individuals. This indicates that the majority of this group is in the young adult age range, which may be related to the early phase of a professional career or further education. Around 26.67% of respondents use chatbots more than 9 times a month. This category reflects very active users, who routinely use chatbots for various intensive interactions and support in the e-marketplace. The Shipping & Tracking problem category of 30.2% is the most frequently asked. Users tend to have many questions about the status of shipping goods, how to track orders, and estimated delivery times. This may indicate that users are very concerned with the shipping process and want to ensure their goods arrive on time.

#### Validity and Reliability

The outcome of cross-loading computations is shown in Table 1. Each variable's Average Variance Extracted (AVE) value is displayed in Table 2.

Variable/Indicator	Loading factor	Result	Variable/Indicator	Loading factor	Result
Continuance			Perceived		
Intention			Usefulness		
CI1	0,904	Valid	PU1	0,855	Valid
CI2	0,914	Valid	PU2	0,824	Valid
Information Quality			PU3	0,828	Valid
IQ1	0,833	Valid	PU4	0,814	Valid
IQ2	0,793	Valid	Satisfaction		
IQ3	0,779	Valid	ST1	0,820	Valid
IQ4	0,814	Valid	ST2	0,819	Valid
IQ5	0,819	Valid	ST3	0,834	Valid
IQ6	0,830	Valid	ST4	0,766	Valid

#### Table 1. Loading Factor

Need for interaction with a service employee			Service Quality		
NI1	0,849	Valid	SQ1	0,801	Valid
NI2	0,837	Valid	SQ2	0,803	Valid
NI3	0,854	Valid	SQ3	0,834	Valid
NIxPEOU	1,438	Valid	SQ4	0,817	Valid
NIxPE	1,442	Valid	SQ5	0,814	Valid
NIxPU	1,450	Valid	SQ6	0,812	Valid
Perceived Ease of Use			Trust		
PEOU1	0,828	Valid	TR1	0,817	Valid
PEOU2	0,819	Valid	TR2	0,833	Valid
PEOU3	0,789	Valid	TR3	0,770	Valid
PEOU4	0,735	Valid	TR4	0,726	Valid
Perceived Enjoyment					
PE1	0,828	Valid			
PE2	0,819	Valid			
PE3	0,789	Valid			
PE4	0,735	Valid			

All indicators are deemed valid for measuring the variables that are currently in existence because, as can be seen, their Ave values are greater than the coefficient. The reliability test results are displayed in Table 3. Examining the Cronbach's alpha test and composite reliability results served as the means of assessing reliability. When a variable's composite reliability value and Cronbach's alpha are both greater than 0.5, it is considered reliable. Each variable in this study is dependable since the composite reliability and Cronbach's alpha values are higher than 0.5.

Variable	Average Variance Extracted (AVE)	Variable	Average Variance Extracted (AVE)
Information Quality	0,659	Trust	0,620
Service Quality	0,662	Satisfaction	0,657
Perceived Enjoyment	0,666	Continuance Intention	0,827
Perceived Usefulness	0,689	NIxPE	1,000
Perceived Ease of Use	0,630	NIxPEOU	1,000
Need for interaction with a service employee	0,717	NIxPU	1,000

Table 3.	Reliability	<b>Test Result</b>
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Variable	Cronbach's Alpha	Composite Reliability	Variable	Cronbach's Alpha	Composite Reliability
Information	0,897	0,921	Trust	0,798	0,867
Quality					
Service	0,898	0,922	Satisfaction	0,827	0,884
Quality					
Perceived	0,875	0,909	Continuance	0,791	0,905
Enjoyment			Intention		
Perceived	0,850	0,899	NIxPE	1,000	1,000
Usefulness					

Perceived	0,803	0,872	NIxPEOU	1,000	1,000
Ease of Use					
Need for	0,803	0,884	NIxPU	1,000	1,000
interaction					
with a					
service					
employee					

#### Hypothesis Analysis and Theoretical



Figure 4. Research Model in SmartPLS

Figure 5 displays the results of the calculation of the hypothesis, which indicates that the hypothesis is accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.5. With a value of 1.893 and a p-value of 0.059, the research's findings demonstrate that information quality (IQ) significantly affects satisfaction. H2 is rejected. This demonstrates, not in line with Ashfaq's research (2020), how information quality affects users' satisfaction with the system.

The results of the t-value of 1.172 and p-value of 0.242 indicate that NIxPE does not have a significant effect on satisfaction. A P value well above 0.05 indicates that this effect is not statistically significant. Results With a t-value of 1.144 and a p-value of 0.253, it can be concluded that NIxPEOU also does not have a significant influence on satisfaction. Results The effect of NIxPU on satisfaction is not significant with a t-value of 0.932 and a p-value of 0.352, which means this relationship is not statistically strong. Results This variable has a very significant influence on satisfaction, with a t-value of 3.321 and a p-value of 0.001. This suggests that the need to interact with service employees is an important factor in determining user satisfaction. Results With a t-value of 3.208 and a p-value of 0.001, perceived ease of use is a significant influence on the intention to continue using the service.

The t-value of 2.714 and p-value of 0.007 indicate that perceived ease of use is significant in influencing user satisfaction. The results of the analysis show that perceived enjoyment have a significant influence on intention to continue, with a t-value of 2.391 and a p-value of 0.017. The results of perceived enjoyment do not have a significant effect on satisfaction, with a t-value of 0.721 and a p-value of 0.472. The results of the t-value of 2.298 and p-value of 0.022 indicate that perceived usefulness have a significant influence on intention to continue. Results with a t-value of 2.180 and a p-value of 0.030, perceived usefulness is significant in influencing user satisfaction. Satisfaction results have a very significant influence on the intention to continue with a t-value of 5.688 and a p-value of 0.000. This shows that satisfaction is a key factor influencing users' intention to continue using the service. The results of service quality do not have a significant influence on satisfaction, with a t-value of 0.589 and a p-value of 0.500. This shows that satisfaction is a key factor influencing users' intention to continue using the service. The results of service quality do not have a significant influence on satisfaction, with a t-value of 5.097 and a p-value of 0.000. This shows that trust is an important factor in determining user satisfaction.

### **Practical Implication**

Based on the results of the statistical analysis and hypothesis testing that have been carried out, several significant findings can be used to direct practical steps in increasing user satisfaction and intention to continue using chatbots. The results of the analysis show that user trust in chatbots has a significant influence on their satisfaction (H1 accepted). This emphasizes the importance of building and maintaining user trust. Practical steps to achieve this include ensuring that chatbots are

reliable, safe, and transparent in their operations. For example, companies can improve user data security, provide accurate information, and ensure consistent responses from chatbots.

The analysis also shows that the need to interact with service employees has a significant positive influence on user satisfaction (H12 accepted). This means that even though chatbots are used, still providing human interaction options can increase customer satisfaction. Practices that can be implemented include providing easy access to human assistance through features such as live chat, hotlines, or email support. User satisfaction has been shown to significantly influence their intention to continue using chatbots (H10 accepted). Therefore, improving user satisfaction should be a top priority. Companies can collect and analyze user feedback regularly to identify areas that need improvement, both in terms of chatbot features and the services provided. Implementing loyalty programs or incentives for satisfied users can also encourage them to continue using the service.

Although the results of the analysis show that information quality and service quality do not have a significant effect on user satisfaction (H2 and H3 are rejected), companies must still maintain high standards in both aspects. Accurate information and responsive service are still important for an overall positive user experience. This can be done by continuously updating the information content provided by the chatbot and ensuring that the customer service team is always ready to help.

Perceived usefulness and ease of use of the chatbot do show a significant effect on satisfaction or intention to continue using (H4, H5, H7, H8 are accepted). Companies must still ensure that the chatbot provides useful and easy-to-use features. Continuous development should focus on improving the user interface, functional reliability, and features that meet user needs. The results of the study showed that the relationship between Perceived Enjoyment (PE) and Continue Intention (CI) was accepted with a significant value (H9 is accepted). The implication of this result is that the pleasure felt by users when interacting with the chatbot has a significant effect on their intention to continue using the chatbot. This means that the greater the pleasure or satisfaction that users get from using a chatbot, the higher the likelihood that they will use the chatbot again in the future.

On the other hand, the relationship between Perceived Enjoyment (PE) and Satisfaction (ST) is rejected (H6 is rejected). This indicates that the pleasure felt by users does not significantly affect their satisfaction. Although users may enjoy the experience of using a chatbot, it does not mean that they will feel more satisfied overall. Meanwhile, (H11, H13, H14 are rejected). Need for Interaction with a Service Employee (NI) and Perceived Ease of Use (PEOU) on Satisfaction (ST) show that the user's need to interact with a service employee (NI) does not have a significant effect on satisfaction (ST) when using a chatbot, even though they feel pleasure (PE), ease of use (PEOU), or perceived benefits (PU) from the chatbot. This means that even though the chatbot is easy to use, fun, and useful, for users who have a need to interact with humans, their satisfaction does not increase significantly. The human interaction factor remains important for some users in determining service satisfaction, and chatbots cannot completely replace this role.

Variable		T Statistics ( O/STDEV  )	P Values	Result
CI	IQ -> ST	1.893	0.059	Rejected
(RZ = 0.522)	NIxPE -> ST	1.172	0.242	Rejected
ST	NIxPEOU -> ST	1.144	0.253	Rejected
(R2 = 0.687)	NIxPU -> ST	0.932	0.352	Rejected
	NI -> ST	3.321	0.001	Accepted
	PEOU -> CI	3.208	0.001	Accepted
	PEOU -> ST	2.714	0.007	Accepted
	PE -> CI	2.391	0.017	Accepted
	PE -> ST	0.721	0.472	Rejected
	PU -> CI	2.298	0.022	Accepted
	PU -> ST	2.180	0.030	Accepted

Table 4.	Hypothesis and	Overall	Results
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ST -> CI	5.688	0.000	Accepted
SQ -> ST	0.589	0.556	Rejected

# CONCLUSION

Online shopping via smart phones has become a common activity in Indonesia, a rapidly growing online marketplace. Despite its many advantages, such as efficiency and affordable prices, challenges such as consumer complaints regarding delivery still exist. To address this, many online marketplace companies are adopting artificial intelligence-based chatbots. This study explores the factors that influence user satisfaction and intention to use chatbots in the context of online marketplaces in Indonesia. The study findings show that user trust, perceived ease of use, perceived enjoyment, perceived usefulness, and user satisfaction influence user intention to continue using chatbots. On the other hand, information quality, service quality do not significantly affect user satisfaction. However, maintaining high information and service quality and ensuring ease of use and enjoyment are still important.

The practical implication is that companies should ensure the security, transparency, and accuracy of chatbots, as well as provide human interaction options. Continuous improvement based on user feedback and ensuring chatbots are easy to use and enjoyable are key. Overall, the study shows that while chatbots have great potential to improve customer service in e-marketplaces, companies need to pay attention to user preferences to maximize user satisfaction and retention, which in turn can increase customer loyalty and business growth.

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