

# Customer Satisfaction Pada E-commerce: Analisis PLS-SEM dan IPMA Pengaruh Chatbot LazzieChat Terhadap Chatbot Continuance Intention Lazada di Indonesia = Customer Satisfaction in E-commerce: PLS-SEM and IPMA Analysis of the Influence of LazzieChat Chatbot on Lazada Continuance Intention Chatbot in Indonesia

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Chatbot LazzieChat terhadap customer satisfaction, brand-relationship quality pada Lazada, dan continuance chatbot intention di Indonesia. LazzieChat sendiri merupakan chatbot e-commerce artificial intelligence (AI) pertama di Asia Tenggara yang ditenagai oleh teknologi OpenAI Chat GPT dari Azure OpenAI Service. Meningkatnya penggunaan chatbot, membuat Lazada menciptakan inovasi yang berkolaborasi Microsoft Azure Open AI Service untuk menambah daya saing Lazada di industri e-commerce. Penelitian kuantitatif ini menggunakan teknik non probability sampling berupa judgmental sampling dengan jumlah 303 responden pengguna Lazada di Indonesia. Analisis pada penelitian ini dilakukan dengan Partial Least Square-Structural Equation Modeling (PLS-SEM) untuk menguji apakah information quality, system quality, experience with chatbot, dan chatbot anthropomorphism berpengaruh terhadap customer satisfaction, brand-relationship quality, dan chatbot continuance intention. Temuan menunjukkan bahwa information quality, system quality, experience with chatbot, dan chatbot anthropomorphism berpengaruh positif terhadap customer satisfaction, customer satisfaction berpengaruh positif terhadap brand-relationship quality dan chatbot continuance intention, dan brand-relationship quality berpengaruh positif terhadap chatbot continuance intention.

.....This research aims to determine the influence of the LazzieChat chatbot on customer satisfaction, brand-relationship quality at Lazada, and continuance chatbot intention in Indonesia. LazzieChat itself is the first artificial intelligence (AI) e-commerce chatbot in Southeast Asia which is powered by OpenAI Chat GPT technology from Azure OpenAI Service. The increasing use of chatbots has led Lazada to create innovations in collaboration with Microsoft Azure Open AI Service to increase Lazada's competitiveness in the e-commerce industry. This quantitative research uses a non-probability sampling technique in the form of judgmental sampling with 303 Lazada user respondents in Indonesia. The analysis in this research was carried out using Partial Least Square-Structural Equation Modeling (PLS-SEM) to test whether information quality, system quality, experience with chatbot, and chatbot anthropomorphism influence customer satisfaction, brand-relationship quality, and chatbot continuance intention. The findings show that information quality, system quality, experience with chatbot, and chatbot anthropomorphism have a positive effect on customer satisfaction, customer satisfaction has a positive effect on brand-relationship quality and chatbot continuance intention, and brand-relationship quality has a positive effect on chatbot continuance intention.