

DAFTAR PUSTAKA

Buku

- Augusty Ferdinand. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis, dan Disertasi Ilmu Manajemen*.
- Creswell, J. W. (2014). *Research Design: Pendekatan, Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka pelajar.
- Creswell, J. W. , & C. J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches (5th ed)*. SAGE Publications, Inc.
- Ghozali, I. (2021). Aplikasi analisis multivariate dengan program IBM SPSS 26. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F. , B. W. C. , B. B. J. , & A. R. E. (2014). Multivariate data analysis (7th ed.) (7th ed.). Pearson Education Limited.
- Handayani, R. (2020). *Metodologi penelitian sosial*. Yogyakarta: Trussmedia Grafika.
- Mowen, J. C. (2012). *Consumer behavior (7th ed.)*. Pearson Education.
- Suliyanto. (2019). Metode Penelitian Bisnis untuk Skripsi, Tesis, dan Disertasi.

Artikel

- Abdallah, W., Harraf, A., Mosusa, O., & Sartawi, A. (2023). Investigating Factors Impacting Customer Acceptance of Artificial Intelligence Chatbot: Banking Sector of Kuwait. *International Journal of Applied Research in Management and Economics*, 5(4), 45–58. <https://doi.org/10.33422/ijarme.v5i4.961>
- 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>
- Abdella, Y. S., & Indradewa, R. (2023). *Customer satisfaction in e-commerce: The role of service quality, product quality, and e-servicescape influences via perceived value*.
- Araujo, T. (2018). *Living up to the chatbot hype: The influence of anthropomorphic design cues and communicative agency framing on conversational agent and company perceptions*. Computers in Human Behavior, 85, 183–189.
- Anggraeni, D., Wijaya, R., & Haryanto, B. (2024). *The effect of chatbot usage on customer satisfaction: A quantitative study of Shopee, Tokopedia, and Lazada using SmartPLS*.

- Ajzen, I., & Driver, B. L. (1992). Application of the Theory of Planned Behavior to Leisure Choice. *Journal of Leisure Research*, 24(3), 207–224. <https://doi.org/10.1080/00222216.1992.11969889>
- Alalwan, A. A. (2020). Investigating the impact of social media advertising features on customer purchase intention. *Journal of Retailing and Consumer Services*, 53, 101–144.
- Alghiffari, A. P., & Matusin, I. O. (2023). Antecedents of Customer Loyalty on AI Chatbot Users in Banking Applications. *Jurnal Pendidikan Tambusai*, 7(2), 18915–18927. <https://doi.org/10.31004/jptam.v7i2.9380>
- Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*, 31(4), 868–882. <https://doi.org/10.1086/426626>
- Asim, Z., Raees, B., Qamar, H., Manzoor, R., & Nisar, A. (2024). Navigating the Digital Landscape: A Framework Between Chatbot Marketing Efforts and Brand Loyalty. *Journal of Asian Development Studies*, 13(2), 817–836. <https://doi.org/10.62345/jads.2024.13.2.65>
- Barari, M., Ross, M., Thaichon, S., & Surachartkumtonkun, J. (2021). A meta-analysis of customer engagement behaviour. *International Journal of Consumer Studies*, 45(4), 457–477. <https://doi.org/10.1111/ijcs.12609>
- Bowden, J. L.-H. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2013). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271.
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271.
- Berry, L. L. (2002). Relationship Marketing of Services Perspectives from 1983 and 2000. *Journal of Relationship Marketing*, 1(1), 59–77. https://doi.org/10.1300/j366v01n01_05
- Blackwell et al. (2001). *Consumer Behaviour Theory: Approaches and Models*.
- Castagna, F., Centobelli, P., Cerchione, R., Esposito, E., Oropallo, E., & Passaro, R. (2020). Customer Knowledge Management in SMEs Facing Digital Transformation. *Sustainability*, 12(9), 3899. <https://doi.org/10.3390/su12093899>

- Casadei, M., Müller, L., & Wirth, C. (2022). Understanding chatbot trust: The role of task complexity and anthropomorphism in human-chatbot interaction. *Journal of Service Management*, 33(4), 675-692.
- Chattaraman, V., Kwon, W.-S., & Gilbert, J. E. (2021). Chatbots in frontline services and customer experience: An experimental study. *Psychology & Marketing*, 38(5), 747–758.
- Cheng, X., Liu, Y., & Zhao, Y. (2024). Trust in AI chatbots: The role of perceived empathy and friendliness.
- Chung, T. L., & Lee, M. H. (2019). Effects of chatbots in customer service: A conceptual framework. *Journal of Business Research*, 102, 1-11.
- Cheng, X., Bao, Y., Zarifis, A., Gong, W., & Mou, J. (2022). Exploring consumers' response to text-based chatbots in e-commerce: The moderating role of task complexity and chatbot disclosure. *Internet Research*, 32(2), 496–517. <https://doi.org/10.1108/INTR-08-2020-0460>
- Cheng, Y., & Jiang, H. (2020). How Do AI-driven Chatbots Impact User Experience? Examining Gratifications, Perceived Privacy Risk, Satisfaction, Loyalty, and Continued Use. *Journal of Broadcasting & Electronic Media*, 64(4), 592–614. <https://doi.org/10.1080/08838151.2020.1834296>
- Cheng, Y., Liu, X., & Wang, J. (2022). *Functionality and user engagement in e-commerce platforms: A structural model analysis*. *Journal of Digital Business*, 15(3), 210-225.
- Cheng, Y., Liu, X., Wang, Z., & Zhang, L. (2024). *The role of chatbot empathy and warmth in user trust and engagement*.
- Chung, M., Ko, E., Joung, H., & Kim, S. J. (2020). Chatbot e-service and customer satisfaction regarding luxury brands. *Journal of Business Research*, 117, 587–595. <https://doi.org/10.1016/j.jbusres.2018.10.004>
- Cossío-Silva, F.-J., Revilla-Camacho, M.-Á., & Vega-Vázquez, M. (2019). The tourist loyalty index: A new indicator for measuring tourist destination loyalty? *Journal of Innovation & Knowledge*, 4(2), 71–77. <https://doi.org/10.1016/j.jik.2017.10.003>
- Davis, F. D. (1989). *Perceived usefulness, perceived ease of use, and user acceptance of information technology*. *MIS Quarterly*, 13(3), 319–340.

- Daza Vergaray, P., Peralta Robles, W. F., & Salazar Jiménez, J. A. (2023). Understanding customer satisfaction of chatbots service and system quality in banking services. *TEM Journal*, 12(3), 1407-1417.
- De Keyser, A., Köcher, S., Alkire, L., Verbeeck, C., & Kandampully, J. (2019). Frontline service technology infusion: Conceptual archetypes and future research directions. *Journal of Service Management*, 30(1), 156-183.
- De Cicco, R., Silva, S. C., & Alparone, F. R. (2020). Millennials' attitude toward chatbots: An experimental study in a social relationship perspective. *International Journal of Retail & Distribution Management*, 48(11), 1213–1233. <https://doi.org/10.1108/IJRDM-12-2019-0406>
- Delone, W. (2003). The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information Systems*, 19(4), 9–30. <https://doi.org/10.1080/07421222.2003.11045748>
- Dey, D., & Bhaumik, D. (2022). *INTERRELATIONAL MODEL FOR UNDERSTANDING CHATBOT ACCEPTANCE ACROSS RETAIL SECTORS*.
- Dr. B. R. Kumar, Dr. A. Madhuri, Dr. M. Shireesha, & Dr. S. Melchior Reddy. (2024). *EXPLORING THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOR AND BRAND LOYALTY IN THE DIGITAL AGE*. <https://doi.org/10.5281/ZENODO.12592520>
- Dr. R. Ramki, Dr. V. Gopi, Mrs Vidya. R, Dr. Rohit Markan, Dr Sundarapandiyan Natarajan, & M.Rajalakshmi. (2024). AI-Powered Chatbots in Customer Service: Impact on Brand Loyalty and Conversion Rates. *Economic Sciences*, 20(2), 190–203. <https://doi.org/10.69889/vs5gtv52>
- El-Shihy, D., Abdelraouf, M., Hegazy, M., & Hassan, N. (2024). The Influence of AI Chatbots in Fintech Services on Customer Loyalty within the Banking Industry. *Future of Business Administration*, 3(1), 16–28. <https://doi.org/10.33422/fba.v3i1.644>
- Fishbein, M. A., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. MA: Addison-Wesley.
- Følstad, A., Brandtzaeg, P. B., Goodwin, M., & Granmo, O.-C. (2024). *Chatbots for loyalty: From technology push to human touch*.
- Feine, J., Gnewuch, U., Morana, S., & Maedche, A. (2019). *A taxonomy of social cues for conversational agents*. *International Journal of Human-Computer Studies*, 132, 138-161.

- Fitriansyah, R., Wijaya, H., & Santoso, B. (2023). *The impact of chatbot empathy and friendliness on user trust in e-commerce interactions*. Business Innovation and Performance Journal, 5(2), 45-60.
- García-Salirrosas, E. E., Escobar-Farfán, M., Esponda-Perez, J. A., Millones-Liza, D. Y., Villar-Guevara, M., Haro-Zea, K. L., & Gallardo-Canales, R. (2024). The impact of perceived value on brand image and loyalty: A study of healthy food brands in emerging markets. *Frontiers in Nutrition*, 11, 1482009. <https://doi.org/10.3389/fnut.2024.1482009>
- Gao, J., Lv, X., Wu, Y., & Liu, Y. (2022). *Chatbot adoption in e-commerce: The mediating role of perceived information quality*. Electronic Commerce Research and Applications, 53, 101164.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). *Trust and TAM in online shopping: An integrated model*. MIS Quarterly, 27(1), 51–90.
- Gursoy, D., Chi, O. H., & Lu, L. (2019). *Examining the effects of artificial intelligence on hotel customer service: The moderating role of perceived human-likeness*. International Journal of Hospitality Management, 82, 101-115.
- Gursoy, D., Chi, O. H., & Chiappa, G. D. (2019). The impact of artificial intelligence on service quality in the hospitality industry. *Tourism Management*, 81, 101-117.
- Haleem, A., Javaid, M., Asim Qadri, M., Pratap Singh, R., & Suman, R. (2022). Artificial intelligence (AI) applications for marketing: A literature-based study. *International Journal of Intelligent Networks*, 3, 119–132. <https://doi.org/10.1016/j.ijin.2022.08.005>
- Har, L. L., Rashid, U. K., Chuan, L. T., Sen, S. C., & Xia, L. Y. (2022). Revolution of Retail Industry: From Perspective of Retail 1.0 to 4.0. *Procedia Computer Science*, 200, 1615–1625. <https://doi.org/10.1016/j.procs.2022.01.362>
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597-609.
- Hsu, C., Lin, T., & Chang, M. (2021). *The impact of security assurance on customer loyalty in e-commerce: An empirical study*. Electronic Commerce Research, 20(2), 345-367.
- Huang, M. H., & Rust, R. T. (2018). *Artificial intelligence in service*. Journal of Service Research, 21(2), 155–172.

- Huang, M. H., & Rust, R. T. (2021). *A strategic framework for artificial intelligence in marketing*. *Journal of the Academy of Marketing Science*, 49(1), 30-50.
- Hoang, D., Kousi, S., Martinez, L. F., & Kumar, S. (2023). Revisiting a model of customer engagement cycle: A systematic review. *The Service Industries Journal*, 43(9–10), 579–617. <https://doi.org/10.1080/02642069.2023.2202912>
- Hollebeek, L. D. (2011). Exploring customer brand engagement: Definition and themes. *Journal of Strategic Marketing*, 19(7), 555-573.
- Hollebeek, L. D., Sharma, T. G., Pandey, R., Sanyal, P., & Clark, M. K. (2022). Fifteen years of customer engagement research: A bibliometric and network analysis. *Journal of Product & Brand Management*, 31(2), 293–309. <https://doi.org/10.1108/JPBM-01-2021-3301>
- Huseynov, F. (2023). Chatbots in Digital Marketing: Enhanced Customer Experience and Reduced Customer Service Costs. In A. S. Munna, M. S. I. Shaikh, & B. U. Kazi (Eds.), *Advances in Marketing, Customer Relationship Management, and E-Services* (pp. 46–72). IGI Global. <https://doi.org/10.4018/978-1-6684-7735-9.ch003>
- Isyarah, E. N. (2023). Pengaruh Perceived Ease of Use, E-Service Quality, dan Perceived Enjoyment terhadap Repurchase Intention dan Customer Satisfaction. *Universitas Sultan Agung Semarang*.
- Jaakkola, E., & Alexander, M. (2014). The role of customer engagement behavior in value co-creation. *Journal of Service Research*, 17(3), 247-261.
- Jenneboer, L., Herrando, C., & Constantinides, E. (2022). The Impact of Chatbots on Customer Loyalty: A Systematic Literature Review. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 212–229. <https://doi.org/10.3390/jtaer17010011>
- Kang, J. W., & Namkung, Y. (2019). *The information quality and source credibility matter in customers' evaluation toward food O2O commerce*. *International Journal of Hospitality Management*, 78, 189-198.
- Kim, H., & Park, S. (2021). *Reliability and system performance in digital commerce: A mediating role of trust and engagement*. *International Journal of Information Systems*, 18(4), 112-130.
- Klaus, P., & Nguyen, B. (2013). The influence of customer satisfaction on customer loyalty in the context of multichannel services. *Journal of Retailing and Consumer Services*, 20(2), 201-206.

- Kumar, V., Rajan, B., Gupta, S., & Pozza, I. D. (2019). Customer engagement in service. *Journal of the Academy of Marketing Science*, 47(1), 138-160.
- Khana, A., Abdul Hamid, A. B., Saad, N. M., & Arif, A. R. (2023). Effectiveness of Artificial Intelligence in Building Customer Loyalty: Investigating the Mediating Role of Chatbot in the Tourism Sector of Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 13(9), Pages 657-671. <https://doi.org/10.6007/IJARBSS/v13-i9/18422>
- Kim, J., Li, Y., & Choi, J. (2023). Understanding the Continuance Intention to Use Chatbot Services. *Asia Marketing Journal*, 25(3), 99–110. <https://doi.org/10.53728/2765-6500.1613>
- Kiseleva, E. M., Nekrasova, M. L., Mayorova, M. A., Rudenko, M. N., & Kankhva, V. S. (2016). *The Theory and Practice of Customer Loyalty Management and Customer Focus in the Enterprise Activity*. 6.
- Lee, M., Kim, S., & Park, J. (2023). Timeliness of information and its effect on customer retention in e-commerce platforms. *Electronic Markets*, 33(1), 89-105.
- Lee, S., & Choi, J. (2020). The effect of service quality on the reuse intention of a chatbot. *International Journal of Contents*, 16(4), 1-14.
- Lee, S., & Choi, J. (2022). The effects of chatbot service recovery with emotion words on customer satisfaction, repurchase intention, and positive word-of-mouth. *Frontiers in Psychology*, 13, 834644.
- Lee, S., Kim, J., & Park, Y. (2024). *Consumer response to AI chatbots in e-commerce: The role of task complexity and identity disclosure*.
- Lin, H., Fan, X., & Chau, P. Y. (2023). *Chatbot service and customer engagement: Examining the mediating role of perceived service quality*. *Journal of Business Research*, 154, 113345.
- Liu, C., Yang, W., Liu, Y., & Li, S. (2022). *The impact of e-service quality on customer engagement behavior in community e-commerce: The mediating role of customer trust and perceived risk*. *Frontiers in Psychology*, 13, 965998. <https://doi.org/10.3389/fpsyg.2022.965998>
- Luo, C., Tong, S., Fang, Z., & Qu, Z. (2019). *Frontiers: Machines versus humans: The impact of AI chatbot disclosure on customer purchases*. *Marketing Science*, 38(6), 937-947.

- Lee, K.-W., & Li, C.-Y. (2023). It is not merely a chat: Transforming chatbot affordances into dual identification and loyalty. *Journal of Retailing and Consumer Services*, 74, 103447. <https://doi.org/10.1016/j.jretconser.2023.103447>
- Lee, S. W., Sung, H. J., & Jeon, H. M. (2019a). Determinants of Continuous Intention on Food Delivery Apps: Extending UTAUT2 with Information Quality. *Sustainability*, 11(11), 3141. <https://doi.org/10.3390/su11113141>
- Lee, S. W., Sung, H. J., & Jeon, H. M. (2019b). Determinants of Continuous Intention on Food Delivery Apps: Extending UTAUT2 with Information Quality. *Sustainability*, 11(11), 3141. <https://doi.org/10.3390/su11113141>
- Lian, L. K. (2023). *Examining Anthropomorphism of Chatbots and Its Effect on User Satisfaction and User Loyalty in the Service Industry*.
- Lubis, A. S., Yulinda, Y., Qaedi Hutagalung, A., Dilham, A., Sofiyah, F. R., & Marpaung, J. L. (2024). The chatbot artificial intelligence as the alternative customer services strategic to improve the customer relationship management in real-time responses. *International Journal of Economics and Business Research*, 27(5), 10064925. <https://doi.org/10.1504/IJEER.2024.10064925>
- M, J., P, V. S., & Kryvinska, N. (2024). Exploring the Chatbot usage intention-A mediating role of Chatbot initial trust. *Heliyon*, 10(12), e33028. <https://doi.org/10.1016/j.heliyon.2024.e33028>
- Masrom, M. (n.d.). *Technology Acceptance Model and E-learning*.
- McLean, G., & Osei-Frimpong, K. (2019). *Hey Alexa... examine the variables influencing the use of artificial intelligent in-home voice assistants*. *Computers in Human Behavior*, 99, 28–37.
- Miklosik, A., Evans, N., & Qureshi, A. M. A. (2021). The Use of Chatbots in Digital Business Transformation: A Systematic Literature Review. *IEEE Access*, 9, 106530–106539. <https://doi.org/10.1109/ACCESS.2021.3100885>
- Misischia, C. V., Poecze, F., & Strauss, C. (2022). Chatbots in customer service: Their relevance and impact on service quality. *Procedia Computer Science*, 201, 421–428. <https://doi.org/10.1016/j.procs.2022.03.055>
- Mutyara, M. R. A. (2024). Pengaruh Chatbot AI terhadap Purchase Intention dengan Trust sebagai Variabel Mediasi pada Pengguna Lazada di Kota Medan. *Universitas Medan Area*.
- Naqvi, M. H. A., Hongyu, Z., Naqvi, M. H., & Kun, L. (2024). Impact of service agents on customer satisfaction and loyalty: Mediating role of Chatbots. *Journal of*

- Modelling in Management*, 19(2), 470–491. <https://doi.org/10.1108/JM2-01-2023-0004>
- Nastiti, F. (2020). Customer engagement dan dampaknya terhadap loyalitas pelanggan e-commerce. *Jurnal Online Mahasiswa Manajemen Bisnis*, 7(2), 112-125.
- Ngai, E. W. T., Lee, M. C. M., Luo, M., Chan, P. S. L., & Liang, T. (2021a). An intelligent knowledge-based chatbot for customer service. *Electronic Commerce Research and Applications*, 50, 101098. <https://doi.org/10.1016/j.elerap.2021.101098>
- Ngai, E. W. T., Lee, M. C. M., Luo, M., Chan, P. S. L., & Liang, T. (2021b). An intelligent knowledge-based chatbot for customer service. *Electronic Commerce Research and Applications*, 50, 101098. <https://doi.org/10.1016/j.elerap.2021.101098>
- Nguyen, B. H. T., Le, T. H., Dang, T. Q., & Nguyen, L. T. (2023). What Role Does AI Chatbot Perform in the F&B Industry? Perspective from Loyalty and Value Co-Creation: Integrated PLS-SEM and ANN Techniques. *Journal of Law and Sustainable Development*, 11(4), e794. <https://doi.org/10.55908/sdgs.v11i4.794>
- Nitin Liladhar. (2023). ENHANCING CUSTOMER LOYALTY THROUGH QUALITY OF SERVICE: EFFECTIVE STRATEGIES TO IMPROVE CUSTOMER SATISFACTION, EXPERIENCE, RELATIONSHIP, AND ENGAGEMENT. *International Research Journal of Modernization in Engineering Technology and Science*. <https://doi.org/10.56726/IRJMETS38104>
- Niu, B., & Mvondo, G. F. N. (2024). I Am ChatGPT, the ultimate AI Chatbot! Investigating the determinants of users' loyalty and ethical usage concerns of ChatGPT. *Journal of Retailing and Consumer Services*, 76, 103562. <https://doi.org/10.1016/j.jretconser.2023.103562>
- Oktavia, T., & Arifin, C. W. (2024). REVOLUTIONIZING E-COMMERCE WITH AI CHATBOTS: ENHANCING CUSTOMER SATISFACTION AND PURCHASE DECISIONS IN ONLINE MARKETPLACE. . . *Vol.*, 19.
- Ozuem, W., Ranfagni, S., Willis, M., Salvietti, G., & Howell, K. (2024). Exploring the relationship between chatbots, service failure recovery and customer loyalty: A frustration–aggression perspective. *Psychology & Marketing*, 41(10), 2253–2273. <https://doi.org/10.1002/mar.22051>
- Parasuraman*, 1988. (n.d.).

- Palomino-Navarro, G., & Arbaiza, F. (2022). The impact of chatbot conversational style on customer trust and brand perception. *International Journal of Market Research*, 64(3), 451-469.
- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294-311.
- Pramita, R. (2020). Pengaruh Perceived Ease of Use, Customer Engagement, dan Promosi terhadap Loyalitas Pengguna Grab. *STIE Putra Bangsa Kebumen*.
- Patel, N. (2020). *Leveraging Predictive Modeling, Machine Learning Personalization, NLP Customer Support, and AI Chatbots to Increase Customer Loyalty*.
- Pritchard, R. D. (1969). Equity theory: A review and critique. *Organizational Behavior and Human Performance*, 4(2), 176–211. [https://doi.org/10.1016/0030-5073\(69\)90005-1](https://doi.org/10.1016/0030-5073(69)90005-1)
- Pratama, D., & Sari, M. (2023). *The effect of artificial intelligence and chatbot on consumer satisfaction of Shopee platform users in Medan City*.
- Rahman, A., & Putri, W. (2023). *Pengaruh kualitas layanan chatbot terhadap kepuasan pelanggan di sektor e-commerce*. Jurnal Pendidikan Tambusai.
- Rahmawati, E. (2015). Pengaruh customer engagement terhadap kepuasan pelanggan dan kepercayaan merek serta dampaknya pada loyalitas merek. *Jurnal Riset Ekonomi dan Manajemen*, 15(2), 246–261.
- Rahayu, S. (2020). Analisis pengaruh customer engagement terhadap niat pembelian ulang di e-commerce. *Skripsi, Universitas Sultan Agung Semarang*.
- Rahman, M., & Akter, S. (2023). *Cybersecurity and consumer trust in online shopping: A behavioral perspective*. *Journal of E-Commerce Research*, 22(1), 78-95.
- Rossmann, A., Zimmermann, A., & Hertweck, D. (2020). The impact of chatbots on customer service performance.
- Rajaobelina, L., Prom Tep, S., Arcand, M., & Ricard, L. (2021). Creepiness: Its antecedents and impact on loyalty when interacting with a chatbot. *Psychology & Marketing*, 38(12), 2339–2356. <https://doi.org/10.1002/mar.21548>
- Ramli, R. A. L. P., Pratiwi, A., Silalahi, R. Y. B., & Sumarna, A. D. (2024). THE IMPACT OF ADVERTISEMENT, PROMOTIONS, INFLUENCERS, AND

- CELEBRITY ENDORSERS ON STUDENT PURCHASE DECISIONS ON SHOPEE PLATFORM. *International Conference of Business and Social Sciences*, 681–691. <https://doi.org/10.24034/icobuss.v4i1.552>
- Rollins, M., & Halinen, A. (2005). Customer Knowledge Management Competence: Towards a Theoretical Framework. *Proceedings of the 38th Annual Hawaii International Conference on System Sciences*, 240a–240a. <https://doi.org/10.1109/HICSS.2005.180>
- Shaalán, A. 2022. (n.d.).
- Singh, P., & Singh, V. (2024). The power of AI: Enhancing customer loyalty through satisfaction and efficiency. *Cogent Business & Management*, 11(1), 2326107. <https://doi.org/10.1080/23311975.2024.2326107>
- Soetiyono, A., Kurnia, Y., & Kurnia, R. (2024). Pengaruh penggunaan chatbot dan asisten virtual terhadap peningkatan kepuasan pelanggan serta dampaknya terhadap pengambilan keputusan pembelian. *eCo-Buss*, 6(3), 1367-1380.
- Solomon, M. R. (2013). *Consumer behavior: Buying, having, and being* (Thirteen edition). Pearson.
- Sukendia, I. N., Sari, M. M. R., & Giri, S. L. S. (2022). *The impact of e-service quality on customer experience and engagement in e-commerce B2C transactions*. *International Journal of Business and Society*, 23(2), 154–172.
- Susanto, A., & Santoso, B. (2023). *The effect of chatbot usage on customer satisfaction: A quantitative study of Shopee, Tokopedia, and Lazada using SmartPLS*.
- Swanson, E., Kim, S., Lee, S.-M., Yang, J.-J., & Lee, Y.-K. (2020). The effect of leader competencies on knowledge sharing and job performance: Social capital theory. *Journal of Hospitality and Tourism Management*, 42, 88–96. <https://doi.org/10.1016/j.jhtm.2019.11.004>
- Tamara, C. A. J., Tumbuan, W. J. F. A., & Gunawan, E. M. (2023). CHATBOTS IN E-COMMERCE: A STUDY OF GEN Z CUSTOMER EXPERIENCE AND ENGAGEMENT – FRIEND OR FOE? *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(3), 161–175. <https://doi.org/10.35794/emba.v11i3.49501>
- Takaria, J., & Tjokrosaputro, M. (2024). *The effectiveness of chatbots in enhancing customer satisfaction: The mediating role of extrinsic and intrinsic online experience*. *Economic Journal of Innovation*, 8(1), 123-140.

- Van den Poel, D., & Buckinx, W. (2022). *Predicting online customer churn: The role of AI-powered chatbots*. *Electronic Commerce Research and Applications*, 54, 101215.
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253-266.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 127-145.
- Thomas, P. (2006). *Information Systems Success and Technology Acceptance within Government Organization*.
- Vergaray, A. D., Peralta Robles, W. F., & Salazar Jiménez, J. A. (2023). The Impact of Chatbots on Customer Satisfaction: A Systematic Literature Review. *TEM Journal*, 1407–1417. <https://doi.org/10.18421/TEM123-21>
- Wang, J., & Lin, K. (2021). Understanding the role of information completeness and clarity in online consumer engagement. *International Journal of E-Commerce Studies*, 12(2), 235-250.
- Wang, R. Y., & Strong, D. M. (1996). Beyond Accuracy: What Data Quality Means to Data Consumers. *Journal of Management Information Systems*, 12(4), 5–33.
- Wijaya, A., Santoso, D., & Rahmawati, N. (2024). *The influence of AI chatbot service quality on customer loyalty in e-commerce*.
- Xu, X., Benbasat, I., & Cenfetelli, R. T. (2020). *The influence of AI-powered chatbots on consumer decisions: The role of perceived usefulness and trust*. *Journal of Management Information Systems*, 37(4), 1013-1037.
- Woodall, T. (2001). Six Sigma and Service Quality: Christian Grönroos Revisited. *Journal of Marketing Management*, 17(5–6), 595–607. <https://doi.org/10.1362/026725701323366953>
- Zauner, A., Koller, M., & Hatak, I. (2015). Customer perceived value—Conceptualization and avenues for future research. *Cogent Psychology*, 2(1), 1061782. <https://doi.org/10.1080/23311908.2015.1061782>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1988). Communication and Control Processes in the Delivery of Service Quality. *Journal of Marketing*, 52(2), 35–48. <https://doi.org/10.1177/002224298805200203>