

ABSTRACT

Customer Loyalty in the Era of Chatbots: The Role of Perceived Quality and Customer Engagement as Mediating Variables and Customer Knowledge as a Moderating Variable

(A Study on E-Commerce Users in Indonesia)

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This study analyzes the influence of Chatbots on Loyalty, with Perceived Service Quality, Perceived System Quality, Perceived Information Quality, and Customer Engagement as mediating variables and Customer Knowledge as a moderating variable in the context of e-commerce users in Indonesia. Using a quantitative method with 405 respondents, the data was analyzed using Structural Equation Modeling (SEM). The results indicate that Chatbots influence Loyalty, with Perceived Service Quality, Perceived System Quality, Perceived Information Quality, and Customer Engagement acting as mediators, while Customer Knowledge functions as a moderating variable.

Keywords: Chatbots, Loyalty, Perceived Service Quality, Perceived System Quality, Perceived Information Quality, Customer Engagement, Customer Knowledge