

INTISARI

Pertumbuhan *e-commerce* di Indonesia mendorong pemanfaatan *chatbot* berbasis kecerdasan buatan sebagai kanal utama layanan pelanggan digital. Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi kepuasan dan niat penggunaan berlanjut *chatbot* pada platform *e-commerce*, dengan studi empiris pada Shopee. Kerangka penelitian mengintegrasikan *Information System Success (ISS) Model*, *Technology Acceptance Model (TAM)*, dan *Expectation-Confirmation Model (ECM)*. Variabel yang diuji meliputi kualitas informasi, kualitas layanan, persepsi kenikmatan, persepsi kegunaan, dan persepsi kemudahan penggunaan, dengan kepuasan sebagai variabel mediasi dan niat penggunaan berlanjut sebagai variabel dependen. Penelitian ini menggunakan pendekatan kuantitatif melalui survei dengan 203 responden berusia diatas 18 tahun yang menggunakan *chatbot* pada platform Shopee dan dianalisis menggunakan *Partial Least Squares–Structural Equation Modeling (PLS-SEM)*. Hasil penelitian menunjukkan bahwa seluruh variabel independen berpengaruh positif terhadap kepuasan, sementara kepuasan serta persepsi kegunaan, kemudahan penggunaan, dan kenikmatan berpengaruh signifikan terhadap niat penggunaan berlanjut. Temuan ini menegaskan pentingnya desain *chatbot* yang berorientasi pada kualitas dan pengalaman pengguna.

Kata Kunci: *chatbot*, kepuasan pengguna, niat penggunaan berlanjut, *e-commerce*, *Technology Acceptance Model*, *Expectation-Confirmation Model*, *Information System Success Model*.

ABSTRACT

The rapid growth of e-commerce in Indonesia has accelerated the adoption of artificial intelligence-based chatbots as a primary digital customer service channel. This study aims to examine the factors influencing user satisfaction and continuance intention toward chatbot usage in an e-commerce context, with empirical evidence from Shopee. The research framework integrates the Information System Success (ISS) Model, Technology Acceptance Model (TAM), and Expectation-Confirmation Model (ECM). The variables investigated include information quality, service quality, perceived enjoyment, perceived usefulness, and perceived ease of use, with user satisfaction acting as a mediating variable and continuance intention as the dependent variable. This study employs a quantitative approach using a survey method of 203 respondents aged over 18 who have used the chatbot on the Shopee platform and the data are analyzed through Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results indicate that all independent variables have a positive effect on user satisfaction. Furthermore, user satisfaction, along with perceived usefulness, perceived ease of use, and perceived enjoyment, significantly influences continuance intention toward chatbot usage. These findings highlight the critical role of quality-oriented and user experience-focused chatbot design in fostering sustainable usage in e-commerce platforms.

Keywords: chatbot, user satisfaction, continuance intention, e-commerce, Technology Acceptance Model, Expectation-Confirmation Model, Information System Success Model.