

The Effect of AI Service Quality on Customer Satisfaction: The Mediating Role of Perceived Responsiveness in Indonesia's E-Commerce Sector

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ABSTRACT: The rapid adoption of artificial intelligence (AI) in Indonesia's e-commerce sector has made AI service quality a critical determinant of customer experience, yet the mechanisms through which it influences customer satisfaction remain underexplored. This study examines the effect of AI Service Quality (AISQ) on Customer Satisfaction (CS) and investigates the mediating role of Perceived Responsiveness (PR). Grounded in the SERVQUAL framework and Expectation-Confirmation Theory, a mediation model was tested using survey data from 211 active e-commerce users and analyzed through Structural Equation Modeling (SEM) with 5,000 bootstrap replications. The findings reveal that AISQ exerts a significant positive effect on both PR and CS, while PR also positively influences CS. However, the indirect effect of AISQ on CS through PR is not statistically significant, indicating the absence of a mediating effect. The direct effect of AISQ on CS remains dominant, suggesting that customer satisfaction is shaped primarily by the overall quality of AI-enabled services rather than by responsiveness as an intermediary mechanism. These findings contribute to the emerging literature on AI-driven service quality by demonstrating that AISQ functions principally as a direct driver of customer satisfaction and provide practical guidance for e-commerce platforms seeking to enhance customer outcomes through investments in comprehensive AI service capabilities.

KEYWORDS: AI Service Quality; Customer Satisfaction; Perceived Responsiveness; E-commerce; Indonesia

I. INTRODUCTION

A. Research Background

Indonesia is one of Southeast Asia's fastest-growing digital markets. The rapid expansion of internet access, smartphone adoption, and shifting consumer behavior has driven significant growth in the e-commerce sector, with major platforms such as Shopee, Tokopedia, Blibli and Lazada competing intensely for market share (Nuralam et al., 2024). In this environment, delivering best service quality is no longer optional but, it has become a core or main competitive strategy.

To meet rising service demands, e-commerce companies have increasingly integrated artificial intelligence (AI) into their customer service operations. AI-powered tools such as chatbots enable platforms to handle large volumes of customer interactions efficiently, delivering real-time, automated responses at scale. Studies by Singh and Singh in 2024 confirm that AI service quality has a significant and positive effect on customer satisfaction, establishing it as a key determinant of positive customer outcomes (Singh & Singh, 2024).

However, the direct relationship between AI service quality and customer satisfaction does not fully explain how customers form their satisfaction judgments. Customers do not simply evaluate AI based on its technical capability. Now, they assess how well it responds to their needs. Perceived responsiveness, defined as a customer's perception of how promptly and adequately their concerns are addressed, plays an important role in shaping this evaluation. Prior research on digital services confirms that responsiveness-related service quality is a strong predictor of customer satisfaction (Yum & Yoo, 2023), and that chatbot response quality directly influences how customers engage with and assess a platform (Meier et al., 2024).

Despite this, the mediating role of perceived responsiveness in the relationship between AI service quality and customer satisfaction still remains underexplored, particularly within Indonesia's e-commerce sector. This study addresses that gap by examining whether perceived responsiveness serves as a mechanism through which AI service quality influences customer satisfaction.

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B. Research Questions

Based on the research background above, the research questions in this study are as follows:

1. Does AI Service Quality significantly affect Perceived Responsiveness in Indonesia's e-commerce sector?
2. Does Perceived Responsiveness and AI Service Quality individually significantly affect Customer Satisfaction in Indonesia's e-commerce sector?
3. Does Perceived Responsiveness mediate the relationship between AI Service Quality and Customer Satisfaction in Indonesia's e-commerce sector?

C. Research Objectives

This study aims to examine the effect of AI Service Quality on Customer Satisfaction in Indonesia's e-commerce sector and to analyze the mediating role of Perceived Responsiveness in the relationship between AI Service Quality and Customer Satisfaction.

II. LITERATURE REVIEW

A. Theoretical Background

a. AI Service Quality

Service quality has long been grounded in the SERVQUAL framework (Parasuraman et al., 1988), which defines it through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. With the rise of digital service delivery, this framework has been extended to AI-based contexts, giving rise to the concept of AI Service Quality (AISQ).

AISQ refers to the customer's overall evaluation of the performance of AI-driven service systems, including accuracy, reliability, personalization, and interaction efficiency (Shahzad et al., 2024; Megdadi et al., 2025). In e-commerce, AISQ is most commonly experienced through AI chatbots and virtual assistants that handle inquiries, recommend products, and resolve issues in real time (Chen et al., 2022; Chen et al., 2025).

Empirical research consistently shows that high-quality AI services shape how customers perceive a platform's attentiveness. When AI systems respond accurately and consistently, customers perceive the platform as more responsive to their needs (Megdadi et al., 2025; Chen et al., 2022). Therefore:

H1: AI Service Quality has a significant positive effect on Perceived Responsiveness in Indonesia's e-commerce sector.

AISQ has also been shown to directly enhance customer satisfaction. Customers who experience reliable, personalized, and efficient AI interactions report greater overall satisfaction with the platform (Shahzad et al., 2024; Singh & Singh, 2024; Chen et al., 2025). Thus:

H3: AI Service Quality has a significant positive direct effect on Customer Satisfaction in Indonesia's e-commerce sector.

b. Perceived Responsiveness

Perceived responsiveness refers to the customer's subjective evaluation of how promptly, accurately, and adequately a service provider addresses their needs (Parasuraman et al., 1988). It is one of the five core SERVQUAL dimensions and has been consistently identified as a critical determinant of customer experience.

In AI-driven e-commerce, perceived responsiveness now encompasses the chatbot's ability to deliver real-time, context-aware, and emotionally appropriate responses (Chau et al., 2025). Advanced AI technologies powered by natural language processing and sentiment analysis enable systems to detect user emotions and adapt accordingly, reinforcing perceptions of attentive and personalized support (Megdadi et al., 2025).

Empirical evidence shows that perceived responsiveness has a strong positive effect on customer satisfaction. When customers feel that their concerns are addressed quickly and competently, they form more favorable evaluations of the overall service (Shahzad et al., 2024; Huang et al., 2024). This is particularly important in e-commerce, where customers expect immediate support during purchase, payment, and post-purchase concerns. Studies further confirm that responsive AI interactions reduce perceived wait times and increase overall service efficiency, both of which translate into higher satisfaction (Zhu et al., 2023; Megdadi et al., 2025). Based on these findings, the second hypothesis is proposed:

H2: Perceived Responsiveness has a significant positive effect on Customer Satisfaction in Indonesia's e-commerce sector.

c. Customer Satisfaction

Customer satisfaction is the customer's overall evaluation of a product or service based on the comparison between prior expectations and actual perceived performance (Oliver, 1980). This is grounded in Expectation-Confirmation Theory (ECT), which remains the dominant framework for explaining how customers form satisfaction judgments in digital service contexts (Chau et al., 2025).

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In e-commerce, customer satisfaction is shaped by platform usability, service responsiveness, and the quality of customer support (Akdemir & Bulut, 2024). With AI now central to service delivery, satisfaction increasingly depends on how well AI systems meet expectations of accuracy, speed, and personalization (Shahzad et al., 2024; Chen et al., 2023).

Beyond the direct effects, prior research suggests that AISQ influences customer satisfaction not only directly but also indirectly through perceived responsiveness (Singh & Singh, 2024). When customers perceive an AI system as responsive, this perception serves as the mechanism that translates technical quality into a favorable satisfaction outcome. Based on this, the fourth hypothesis is proposed:

H4: Perceived Responsiveness mediates the relationship between AI Service Quality and Customer Satisfaction in Indonesia's e-commerce sector.

B. Conceptual Framework

The following framework figure will be a compiled summary and explanation of the previous studies that discuss about the cause and effect of AI Service Quality on Customer Satisfaction, with Perceived Responsiveness functioning as the mediating variable:

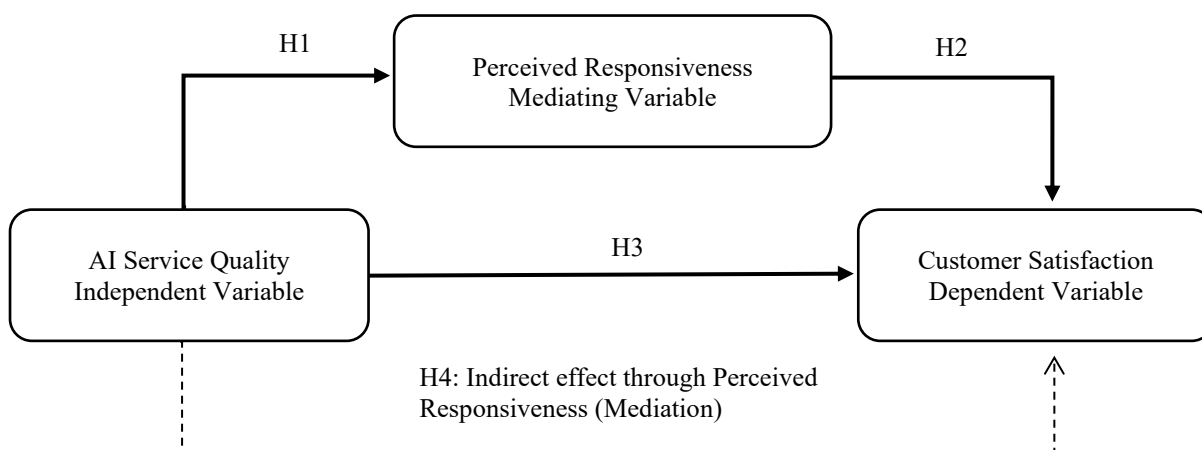


Figure 1. Conceptual Framework

III. METHODOLOGY

A. Research Design

This study adopts a quantitative research design with a causal-explanatory approach to examine the direct and indirect effects between AI Service Quality, Perceived Responsiveness, and Customer Satisfaction in Indonesia's e-commerce sector. A cross-sectional survey method is used to collect primary data from active e-commerce users who have interacted with AI-based services such as chatbots or virtual assistants. The data is analyzed using a mediation regression model to test the four proposed hypotheses (H1–H4).

B. Data Collection Method

a. Questionnaire

Data collection was conducted using an online self-administered questionnaire distributed via Google Forms. The questionnaire was provided in both Bahasa Indonesia and English to ensure comprehension and reduce language barriers. Participation was voluntary and anonymous, with informed consent obtained at the beginning of the survey.

A total of 211 respondents were collected. All variables (AISQ, PR, CS) were measured using a 5-point Likert scale, which is widely applied in consumer behavior research and provides adequate differentiation between response categories while remaining simple for respondents. This scale supports parametric statistical analysis. The 5-point Likert Scale, follow:

Table 1. Likert Scale

No.	Scale Description	Scale Weight Value
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

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C. Mediation Regression Model

This study tests the hypothesized relationships using a mediation model in which AI Service Quality (AISQ) may affect Customer Satisfaction (CS) both directly and indirectly through Perceived Responsiveness (PR). Model is specified through two regression equations:

$$PR = \beta_0 + \beta_1 AISQ + \varepsilon \quad (1)$$

$$CS = \beta_0 + \beta_2 PR + \beta_3 AISQ + \varepsilon \quad (2)$$

Where β_1 captures the effect of AISQ on PR, β_2 the effect of PR on CS, and β_3 the direct effect of AISQ on CS while controlling for PR; ε denotes the error term and β_0 the intercept. The two equations are estimated simultaneously within a structural equation model using maximum likelihood estimation with 5,000 bootstrap replications. The indirect effect is given by the product $\beta_1\beta_2$, with significance assessed through bootstrapped confidence intervals. Mediation is supported when the bootstrap confidence interval for the indirect effect does not include zero.

IV. RESULT AND DISCUSSION

A. Respondent Demographic Profile

A total of 211 respondents participated in this study. As shown in Table 2, the sample is slightly female-dominant (53.6%) and predominantly young, with 69.2% aged 17–25. Over half of the respondents are employees (52.1%), followed by students (25.6%) and entrepreneurs (18.0%). In terms of e-commerce usage, the majority report frequent engagement, with 44.5% using e-commerce very often and 39.8% often. Notably, 88.6% of respondents confirmed prior interaction with AI-based customer service, indicating that the sample is well-suited to evaluate AI service quality in this context.

Table 2. Demographic Profile of Respondents

Characteristic	Category	Frequency	Percent
Gender	Female	113	53.6%
	Male	98	46.4%
Age	17–25	146	69.2%
	26–35	28	13.3%
	35–45	27	12.8%
	>45	10	4.7%
Occupation	Employee	110	52.1%
	Student	54	25.6%
	Entrepreneur	38	18.0%
	Unemployed	9	4.3%
E-commerce Usage	Very Often	94	44.5%
	Often	84	39.8%
	Rarely	20	9.5%
	Sometimes	13	6.2%
AI Service Interaction	Yes	187	88.6%
	No	24	11.4%

B. Validity and Reliability Test

a. Validity Test

Validity was assessed using item-total correlation, where each indicator was correlated with its construct's total score. An item is considered valid when its correlation is positive and statistically significant. As shown in Table 3, all indicators for AI Service Quality (AISQ), Perceived Responsiveness (PR), and Customer Satisfaction (CS) correlate positively and significantly with their respective construct totals at the 1% level ($p < 0.01$). All item-total correlations exceed 0.59, confirming that every indicator validly measures its intended construct.

Table 3. Validity Test (Item-Total Correlation)

Variable	Item	Item-Total Correlation	Sig. (p)	Result
AISQ	aisq1	0.725	0.000	Valid
	aisq2	0.672	0.000	Valid

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PR	aisq3	0.638	0.000	Valid
	aisq4	0.727	0.000	Valid
	pr1	0.618	0.000	Valid
	pr2	0.599	0.000	Valid
	pr3	0.874	0.000	Valid
CS	pr4	0.851	0.000	Valid
	cs1	0.711	0.000	Valid
	cs2	0.659	0.000	Valid
	cs3	0.641	0.000	Valid
	cs4	0.713	0.000	Valid

b. Reliability Test

Reliability was measured using Cronbach's Alpha. As shown in Table 4, the alpha values are 0.635 for AISQ, 0.709 for PR, and 0.615 for CS. PR exceeds the conventional 0.70 threshold, while AISQ and CS fall slightly below it. In exploratory research, a Cronbach's Alpha of 0.60 is widely accepted as the minimum threshold for internal consistency (Hair et al., 2019). Since all three constructs exceed 0.60, the measurement scales are considered reliable for the purposes of this study.

Table 4. Reliability Test (Cronbach's Alpha)

Variable	No. of Items	Cronbach's Alpha	Result
AISQ	4	0.635	Reliable
PR	4	0.709	Reliable
CS	4	0.615	Reliable

C. Classical Assumptions Test

a. Normality Test

Normality was tested using the Shapiro-Wilk W test. The null hypothesis states that the data is normally distributed; a p-value above 0.05 indicates normality. As shown in Table 5, all three constructs return p-values well above 0.05 (AISQ = 0.862, PR = 0.887, CS = 0.947), with W statistics close to 1. The data is therefore normally distributed, satisfying the normality assumption for regression analysis.

Table 5. Normality Test (Shapiro-Wilk)

Variable	Obs	W	z	Prob > z	Result
AISQ	211	0.996	-1.090	0.862	Normal
PR	211	0.996	-1.216	0.887	Normal
CS	211	0.997	-1.477	0.947	Normal

b. Multicollinearity Test

Multicollinearity was assessed using the Variance Inflation Factor (VIF). A VIF below 10 indicates no multicollinearity problem. As shown in Table 6, both AISQ and PR have a VIF of 1.04, far below the threshold. The independent variables are therefore not correlated with each other to a problematic degree, and the regression estimates are stable.

Table 6. Multicollinearity Test

Variable	VIF	1/VIF
AISQ	1.04	0.958
PR	1.04	0.958
Mean VIF	1.04	

c. Heteroskedasticity Test

Heteroskedasticity was tested using the Breusch-Pagan/Cook-Weisberg test. The null hypothesis assumes constant variance (homoskedasticity); a p-value above 0.05 means the null cannot be rejected, indicating no heteroskedasticity. As shown in Table 7, the test returns $\chi^2 = 0.29$ with $p = 0.589$, which is well above 0.05. The assumption of constant variance is therefore met, and the regression residuals are homoskedastic.

Table 7. Heteroskedasticity Test (Breusch-Pagan/Cook-Weisberg)

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Test	chi ² (1)	Prob > chi ²	Result
Breusch-Pagan/Cook-Weisberg	0.29	0.589	Homoskedastic

D. Mediation Analysis

a. Mediation Regression Results

The mediation model was estimated using structural equation modeling (SEM) with maximum likelihood estimation and 5,000 bootstrap replications ($n = 211$). Two structural paths were estimated: AISQ predicting PR, and AISQ and PR jointly predicting CS. Both unstandardized (B) and standardized (β) coefficients are reported in Table 8.

For the first path, AISQ has a significant positive effect on PR ($B = 0.212$, $\beta = 0.205$, $p = 0.004^{**}$), supporting H1. For the second path, AISQ has a significant positive direct effect on CS ($B = 0.449$, $\beta = 0.459$, $p < 0.001^{***}$), supporting H3. The effect of PR on CS is also positive and significant ($B = 0.119$, $\beta = 0.126$, $p = 0.043^*$), supporting H2. The model explains 25.0% of the variance in Customer Satisfaction ($R^2 = 0.250$), indicating a satisfactory level of explanatory power for cross-sectional survey data.

Table 8. Mediation Regression Results (Bootstrapped SEM)

Path	Hyp.	B	SE	β	z	p	Result
AISQ $\rightarrow$ PR	H1	0.212	0.074	0.205	2.87	0.004 ^{**}	Supported
PR $\rightarrow$ CS	H2	0.119	0.059	0.126	2.03	0.043 [*]	supported
AISQ $\rightarrow$ CS (direct)	H3	0.449	0.061	0.459	7.30	0.000 ^{***}	Supported

Note: B = unstandardized coefficient; β = standardized coefficient. $^*p < 0.05$, $^{**}p < 0.01$, $^{***}p < 0.001$. ML estimation with 5,000 bootstrap replications.

b. Indirect Effect (Mediation Effect)

The indirect effect of AISQ on CS through PR was tested using bias-corrected and accelerated (BCa) bootstrap confidence intervals based on 5,000 replications. As shown in Table 9, the indirect effect is small ($B = 0.025$, $\beta = 0.026$, $p = 0.100$), and the 95% confidence interval ranges from -0.005 to 0.056 , which includes zero. Since the confidence interval contains zero and the effect is not statistically significant, H4 is not supported. Although both individual paths (AISQ $\rightarrow$ PR and PR $\rightarrow$ CS) are significant, the combined indirect path is not, and the direct effect ($B = 0.449$) remains strong and significant when PR is included. The total effect of AISQ on CS is 0.475 ($\beta = 0.485$, $p < 0.001^{***}$), of which the direct effect accounts for the substantial majority. This indicates that the relationship between AISQ and CS is essentially direct rather than mediated by PR.

Table 9. Decomposition of Effects (AISQ to CS)

Effect	B	SE	β	z	p	95% CI [LL, UL]	Result
Direct (AISQ $\rightarrow$ CS)	0.449	0.060	0.459	7.51	0.000 ^{***}	[0.332, 0.566]	Significant
Indirect (AISQ $\rightarrow$ PR $\rightarrow$ CS)	0.025	0.015	0.026	1.64	0.100	[-0.005, 0.056]	Not significant
Total (AISQ $\rightarrow$ CS)	0.475	0.055	0.485	8.56	0.000 ^{***}	[0.366, 0.583]	Significant

Note: B = unstandardized coefficient; β = standardized coefficient. $^*p < 0.05$, $^{**}p < 0.01$, $^{***}p < 0.001$. Indirect effect tested via BCa bootstrap (5,000 replications).

E. Summary of Hypothesis Testing

Table 10 consolidates the results of all four hypotheses, reporting the unstandardized coefficient (B), standard error (SE), standardized coefficient (β), test statistic (z), significance level (p), and the 95% bootstrap confidence interval for each path. Three of the four hypotheses are supported. AISQ significantly predicts both PR (H1) and CS (H3), and PR significantly predicts CS (H2), confirming that all three direct relationships hold. However, the indirect effect of AISQ on CS through PR (H4) is not significant, as its confidence interval includes zero. The relationship between AISQ and CS is therefore primarily direct: although AISQ improves PR and PR contributes to CS individually, PR does not function as a significant mediating mechanism between AISQ and CS.

Table 10. Summary of Hypothesis Testing

Hyp.	Path	B	SE	β	z	p	95% CI [LL, UL]	Decision
H1	AISQ $\rightarrow$ PR	0.212	0.074	0.205	2.87	0.004 ^{**}	[0.067, 0.357]	Supported

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H2	PR → CS	0.119	0.059	0.126	2.03	0.043*	[0.004, 0.236]	Supported
H3	AISQ → CS (direct)	0.449	0.060	0.459	7.51	0.000***	[0.332, 0.566]	Supported
H4	AISQ → PR → CS (indirect)	0.025	0.015	0.026	1.64	0.100	[-0.005, 0.055]	Not supported

*Note: B = unstandardized coefficient; SE = standard error; β = standardized coefficient; CI = bootstrap confidence interval (LL = lower limit, UL = upper limit). * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$. $n = 211$; 5,000 bootstrap replications.*

CONCLUSION

This study examined how AI Service Quality affects Customer Satisfaction in Indonesia's e-commerce sector, and whether Perceived Responsiveness mediates this relationship. Drawing on survey data from 211 respondents analyzed through a bootstrapped structural equation model, the findings show that AI Service Quality is a strong and direct driver of Customer Satisfaction, that it significantly improves Perceived Responsiveness, and that Perceived Responsiveness in turn has a significant positive effect on Customer Satisfaction. However, the indirect path from AI Service Quality to Customer Satisfaction through Perceived Responsiveness was not significant, indicating that Perceived Responsiveness does not mediate the relationship. The effect of AI Service Quality on Customer Satisfaction is therefore essentially direct. Although each individual link in the chain holds, customers in this market appear to respond to the overall quality of AI service as a whole, rather than to responsiveness as a distinct mediating mechanism.

These findings suggest that e-commerce platforms should treat AI service quality as an integrated capability rather than optimizing responsiveness in isolation, since overall service quality, not perceived responsiveness, is what directly shapes satisfaction. For future research, the non-significant mediation points to the value of testing alternative mechanisms such as trust, perceived value, or perceived ease of use. The findings should be read in light of two limitations: the purposive sample of 211 respondents constrains generalizability, and the modest reliability of the AI Service Quality and Customer Satisfaction scales may have attenuated the observed effects. A larger, more representative sample with refined measures would strengthen and extend these results.

ACKNOWLEDGMENT

I would like to express my sincere gratitude to my course teacher for the valuable guidance and constructive feedback provided throughout this research, and to all respondents who generously took the time to participate in the survey. Their support was instrumental in the completion of this study.

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