

DAFTAR PUSTAKA

- Abraham, C. L., Nidhin, V. R., Nair, N. P., & Venugopal, P. (2025). Consumer perception on the effectiveness of chatbots. In S. Fong, N. Dey, & A. Joshi (Eds.), *ICT analysis and applications: Proceedings of ICT4SD 2024, Volume 3* (Lecture Notes in Networks and Systems, Vol. 1161, pp. 81–89). Springer. https://doi.org/10.1007/978-981-97-8602-2_8
- Ahmadpour, S., Foroughi, B., Batouei, A., Gunaratnege, S. M., Kazemian, S., Vu, H. T. M., & Khoshkam, M. (2025). Determinants of continuance intention to use chatbots in retail settings: Self-esteem as a moderator. *Asia-Pacific Journal of Business Administration*. Advance online publication. <https://doi.org/10.1108/APJBA-11-2024-0628>
- Ashfaq, M., Yun, J., Yu, S., & Loureiro, S. M. C. (2020). I, chatbot: Modeling the determinants of users' satisfaction and continuance intention of AI-powered service agents. *Telematics and Informatics*, 54, 101473. <https://doi.org/10.1016/j.tele.2020.101473>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2024, February 7). *APJII jumlah pengguna internet Indonesia tembus 221 juta orang*. APJII. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Asyraff, M. A., Md Zain, N. A., Ismail, H., & Hanafiah, M. H. (2025). Young travellers' engagement and satisfaction with online travel agency's (OTA) chatbot troubleshooting services. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 14(1), 47–66. <https://fslmjournals.taylors.edu.my/young-travellers-engagement-and-satisfaction-with-online-travel-agencys-ota-chatbot-troubleshooting-services/>
- Athali, M. F., & Kelana, B. (2025). User engagement and satisfaction with chatbot during information search about religious trips. *AIP Conference Proceedings*, 3320(1), Article 030010. <https://jglobal.jst.go.jp/en/public/202502289346001799>
- Badan Pusat Statistik Kabupaten Kotabaru. (2025, Mei 19). Mengenal Gen Z, generasi rawan depresi hingga si paling self reward. <https://kotabarukab.bps.go.id/id/news/2025/05/19/345/mengenal-gen-z-generasi-rawan-depresi-hingga-si-paling-self-reward.html>
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370. <https://doi.org/10.2307/3250921>
- Biloš, A., & Budimir, B. (2024). Understanding the adoption dynamics of ChatGPT among Generation Z: Insights from a modified UTAUT2 model. *Journal of*

- Theoretical and Applied Electronic Commerce Research*, 19(2), 863–879.
<https://doi.org/10.3390/jtaer19020045>
- Cheng, Y., & Jiang, H. (2021). Customer–brand relationship in the era of artificial intelligence: Understanding the role of chatbot marketing efforts. *Journal of Product & Brand Management*. Advance online publication.
<https://doi.org/10.1108/JPBM-05-2020-2907>
- Chitra, R., Sathish, M., & Abraham, R. K. G. (2025). AI-driven personalization: Shaping the future of Gen Z’s e-commerce decisions. In *Modern practices and trends in expert applications and security* (pp. 297–307). Springer.
https://doi.org/10.1007/978-981-96-5784-1_23
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Routledge. <https://doi.org/10.4324/9780203771587>
- de Sá Siqueira, M. A., Müller, B. C. N., & Bosse, T. (2024). When do we accept mistakes from chatbots? The impact of human-like communication on user experience in chatbots that make mistakes. *International Journal of Human–Computer Interaction*, 40(11), 2862–2872.
<https://doi.org/10.1080/10447318.2023.2175158>
- Dutta, S., Ramanathan, A., Sakthi Prasath, G. B., & Edwin, T. S. (2025). AI-powered chatbots in Meta marketing (Facebook and Instagram): A game-changer for brand communication and engagement in e-commerce industries. *Journal of Information Technology Teaching Cases*. Advance online publication. <https://doi.org/10.1177/20438869251338322>
- El-Naggar, D., Hammad, H., & El-Bassiouny, N. (2025). Anthropomorphism in service chatbots and their effects on purchase intentions: An experimental design. *Journal of Services Marketing*, 39(8), 1004–1024.
<https://doi.org/10.1108/JSM-12-2024-0634>
- Enriquez, T., Moreno, D. E., Mendoza, H., Roxas, A. J. C., Rodriguez, K. J., & Tesoro, E. M. (2025). Do consumers’ perceptions of artificial intelligence drive chatbot adoption in shopping? The impact of perceived information quality on intent to use. In *2025 16th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E)* (pp. 143–147). IEEE.
<https://doi.org/10.1109/IC4e65071.2025.11075336>
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer. <https://doi.org/10.1007/978-3-030-80519-7>
- Halilovic, S., & Cicic, M. (2013). Antecedents of information systems user behaviour – Extended expectation-confirmation model. *Behaviour &*

- Information Technology*, 32(4), 359–370.
<https://doi.org/10.1080/0144929X.2011.554575>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115–135.
<https://doi.org/10.1007/s11747-014-0403-8>
- Holbert, R. L., Song, H., Ellithorpe, M. E., LaMarre, H. L., Baik, E. S., & Tolan, C. M. (2024). Pulling the field out of a “one variable, one role” mindset: Maximizing the theoretical value of interaction terms in communication’s mediation models. *Human Communication Research*, 50(2), 240–253.
<https://doi.org/10.1093/hcr/hqad046>
- Hsiao, K.-L., & Chen, C.-C. (2022). What drives continuance intention to use a food-ordering chatbot? An examination of trust and satisfaction. *Library Hi Tech*, 40(4), 929–946. <https://doi.org/10.1108/LHT-08-2021-0274>
- Ipsos. (2024, November 6). *Gen Z: Sang pemimpin masa depan Indonesia dengan kombinasi antar teknologi dan manusia*. Ipsos. <https://www.ipsos.com/en-id/gen-z-pemimpin-masa-depan-indonesia>
- Joshi, H. (2025). Integrating trust and satisfaction into the UTAUT model to predict chatbot adoption – A comparison between Gen-Z and Millennials. *International Journal of Information Management Data Insights*, 5(1), 100332.
<https://doi.org/10.1016/j.jjime.2025.100332>
- Kemp, S. (2024, February 21). *Digital 2024: Indonesia*. DataReportal. <https://datareportal.com/reports/digital-2024-indonesia>
- Khrouf, L., Azzabi, M., & Bouchnak, M. (2025). Predicting continuance intention to use chatbots in tourism commercial websites. *Journal of Hospitality and Tourism Insights*, 8(10), 3687–3704. <https://doi.org/10.1108/JHTI-01-2025-0125>
- Kim, D. J. (2012). An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation. *Information Systems and e-Business Management*, 10, 219–240. <https://doi.org/10.1007/s10257-010-0136-2>
- Kim, J. S., Kim, M., & Baek, T. H. (2025). Enhancing user experience with a generative AI chatbot. *International Journal of Human-Computer Interaction*, 41(1), 651–663. <https://doi.org/10.1080/10447318.2024.2311971>
- Kusuma, T., Wicaksono, K. A. G., Sihombing, K. D., Wijaya, L., & Phungpumkaew, H. (2025). From conversations to conversions: The role of AI-enhanced chatbots in shaping satisfaction and fostering loyalty in e-

- commerce. In *2025 17th International Conference on Knowledge and Smart Technology (KST)*. IEEE. <https://doi.org/10.1109/KST65016.2025.11003290>
- Lai, V. S. K., & Cui, X. (2014). Extending the expectation-confirmation model to evaluate the post-adoption behavior of IT continuers and discontinuers. *PACIS 2014 Proceedings*, 244. <https://aisel.aisnet.org/pacis2014/244>
- Laghaie, A., & Otter, T. (2023). Measuring evidence for mediation in the presence of measurement error. *Journal of Marketing Research*, 60(5), 847–869. <https://doi.org/10.1177/00222437231151873>
- Laksmidewi, D., Efendi, & Wong, C. H. (2024). Determinants of consumers' emotions and willingness to use artificial intelligence in Indonesia. *Innovative Marketing*, 20(4), 263–275. [https://doi.org/10.21511/im.20\(4\).2024.22](https://doi.org/10.21511/im.20(4).2024.22)
- Lestarini, D., & Raflesia, S. P. (2024). Towards *AI chatbot* effectiveness: Crucial elements impacting user engagement and satisfaction. In *2024 International Conference of Adisutjipto on Aerospace Electrical Engineering and Informatics (ICAAEEI)* (pp. 1–5). IEEE. <https://doi.org/10.1109/ICAAEEI63658.2024.10899167>
- Li, A., Islam, A. Y. M. A., & Gu, X. (2021). Factors engaging college students in online learning: An investigation of learning stickiness. *SAGE Open*, 11(4). <https://doi.org/10.1177/21582440211059181>
- Li, L., Lee, K. Y., Emokpae, E., & Yang, S.-B. (2021). What makes you continuously use chatbot services? Evidence from Chinese online travel agencies. *Electronic Markets*, 31(3), 575–599. <https://doi.org/10.1007/s12525-020-00454-z>
- Liu, J., & Chen, J. (2025). Chatbot-aided product purchases among Generation Z: The role of personality traits. *Frontiers in Psychology*, 16, 1454197. <https://doi.org/10.3389/fpsyg.2025.1454197>
- Magano, J., Quintela, J. A., & Banerjee, N. (2025). Driving consumer engagement through *AI chatbot* experience: The mediating role of satisfaction across generational cohorts and gender in travel tourism. *Sustainability*, 17(17), Article 7673. <https://doi.org/10.3390/su17177673>
- Maitreyawira, S., Winata, F., Cresentia, T., & Gui, A. (2024). Assessing chatbot adoption in universities for administrative and operational efficiency. In *2024 7th International Seminar on Research of Information Technology and Intelligent Systems (ISRITI)* (pp. 789–794). IEEE. <https://doi.org/10.1109/ISRITI64779.2024.10963619>

- Marcineková, K., Sujová, A. J., & Ďurica, R. (2025). Implementing AI chatbots in customer service optimization—A case study in micro-enterprise. *Information*, 16(12), 1078. <https://doi.org/10.3390/info16121078>
- Marwah, A., Bawa, D. S., & Gulati, T. (2025). Artificial intelligence in chatbots and conversational marketing. In *Practical strategies and case studies for online marketing 6.0* (pp. 57–78). IGI Global. <https://doi.org/10.4018/979-8-3373-2058-8.ch004>
- Mehroliya, S., Alagarsamy, S., Moorthy, V., & Jeevananda, S. (2023). Will users continue using banking chatbots? The moderating role of perceived risk. *FIIB Business Review*. Advance online publication. <https://doi.org/10.1177/23197145231169900>
- Miraz, M. H., Ya'u, A., Adeyinka-Ojo, S., Sarkar, J. B., Hasan, M. T., Hoque, K., & Jin, H. H. (2024). Intention to use determinants of *AI chatbots* to improve customer relationship management efficiency. *Cogent Business & Management*, 11(1), Article 2411445. <https://doi.org/10.1080/23311975.2024.2411445>
- Mohammed, N. J. (2025). AI robots in digital advertising and their role in enhancing customer engagement. In *Intelligent Systems, Blockchain, and Communication Technologies* (Lecture Notes in Networks and Systems 1697, pp. 339–353). Springer. https://doi.org/10.1007/978-3-032-09562-6_25
- Moon, S.-J. (2025). Anthropomorphism of generative AI among Generation Z: The mediating role of user satisfaction in emotional attachment and usage intention. *International Journal on Advanced Science, Engineering and Information Technology*, 15(6), 1733–1739. <https://doi.org/10.18517/ijaseit.15.6.21623>
- Ngo, T. T. A., Phan, T. Y. N., Nguyen, T. K., Le, N. B. T., Nguyen, N. T. A., & Le, T. T. D. (2025). Understanding continuance intention toward the use of *AI chatbots* in customer service among generation Z in Vietnam. *Acta Psychologica*, 259, 105468. <https://doi.org/10.1016/j.actpsy.2025.105468>
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.2307/3150499>
- Pangestu, Y. P., Utomo, R. G., & Fathoni, M. F. (2025). Analysis of artificial intelligence technology adoption in an educational environment: Open AI case study using the innovation diffusion theory framework (IDT). In *2025 International Conference on Advancement in Data Science, E-learning and Information System (ICADEIS 2025)*. IEEE. <https://doi.org/10.1109/ICADEIS65852.2025.10933037>

- Patricia, C., Mastoyo, H. A., & Widyakusumastuti, M. A. (2025). The impact of e-chatbot service quality on customer satisfaction in Indonesian banking. In *2025 4th International Conference on Creative Communication and Innovative Technology (ICCIT)* (pp. 1–7). IEEE. <https://doi.org/10.1109/ICCIT65724.2025.11166908>
- Pezenka, I., Aunimo, L., Janous, G., & Dobrowsky, D. (2024). Emotionality in task-oriented chatbots: The effect of emotion expression on chatbot perception. *Communication Studies*, 75(6), 825–843. <https://doi.org/10.1080/10510974.2024.2363259>
- Pramudita, E., Achmadi, H., & Nurhaida, H. (2023). Determinants of behavioral intention toward telemedicine services among Indonesian Gen-Z and Millenials: A PLS–SEM study on Alodokter application. *Journal of Innovation and Entrepreneurship*, 12, Article 68. <https://doi.org/10.1186/s13731-023-00336-6>
- Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior Research Methods, Instruments, & Computers*, 36(4), 717–731. <https://doi.org/10.3758/BF03206553>
- Rosman, D., Putranto, T. S., & Yuliana. (2023). The influence of chatbots adoption on customer loyalty in the foodservice sector. In *2023 5th International Conference on Cybernetics and Intelligent System (ICORIS)* (pp. 1–5). IEEE. <https://doi.org/10.1109/ICORIS60118.2023.10352230>
- Rucker, D. D., Preacher, K. J., Tormala, Z. L., & Petty, R. E. (2011). Mediation analysis in social psychology: Current practices and new recommendations. *Social and Personality Psychology Compass*, 5(6), 359–371. <https://doi.org/10.1111/j.1751-9004.2011.00355.x>
- Saklani, S., & Kala, D. (2026). *Banking on bots: Examining user satisfaction and continuance intention of chatbots using multi-group analysis and necessary condition analysis*. *International Journal of Electronic Business*, 21(1), 111–134. <https://doi.org/10.1504/IJEB.2026.150467>
- Salesforce Staff. (2024, October 23). *AI is leading the charge in Indonesia's customer service transformation*. Salesforce. <https://www.salesforce.com/ap/blog/ai-is-leading-the-charge-in-indonesias-customer-service-transformation/>
- Sekaran, U., & Bougie, R. (2019). *Research methods for business: A skill building approach* (8th ed.). Wiley. <https://www.wiley.com/en-us/Research+Methods+For+Business%3A+A+Skill+Building+Approach%2C+8th+Edition-p-9781119561248>

- Shamsudin, M. F., Hassim, A. A., Zandi, G., & Esa, S. A. (2024). Managing customer trust and satisfaction on chatbots in the retail industry. *Journal of Information Technology Management*, 16(1), 217–236. <https://doi.org/10.22059/jitm.2024.96692>
- Sundjaja, A. M., Utomo, P., & Colline, F. (2025). The determinant factors of continuance use of customer service chatbot in Indonesia e-commerce: Extended expectation confirmation theory. *Journal of Science and Technology Policy Management*, 16(1), 182–203. <https://doi.org/10.1108/JSTPM-04-2024-0137>
- Suryadi, N., Islam F, M. F., & Hakim, A. (2025). Digital innovation and pop-up ad dilemma: Unraveling how social media drives Gen Z's decision shopping. *International Journal of Analysis and Applications*, 23, 157. <https://doi.org/10.28924/2291-8639-23-2025-157>
- Syamsudin, D. Q., & Ratnapuri, C. I. (2024). Analysis of the influence of trust and service quality on customer satisfaction in using AI chatbot as customer service Veronika. In *2024 International Conference on Informatics, Multimedia, Cyber and Information System (ICIMCIS)*. IEEE. <https://doi.org/10.1109/ICIMCIS63449.2024.10957031>
- Tan, C., Teoh, B. A., Atan, N. A., & Wei, G. G. C. (2025). Assessing the dynamics of *AI chatbot* adoption and continued chatbot usage intention in the sports industry. In *Proceedings of Data Analytics and Management: ICDAM 2025, Volume 2* (Lecture Notes in Networks and Systems, pp. 170–186). Springer. https://doi.org/10.1007/978-3-032-03072-6_14
- Thong, J. Y. L., Hong, S.-J., & Tam, K. Y. (2006). The effects of post-adoption beliefs on the expectation-confirmation model for information technology continuance. *International Journal of Human-Computer Studies*, 64(9), 799–810. <https://doi.org/10.1016/j.ijhcs.2006.05.001>
- Widodo, A., Rubiyanti, N., & Madiawati, P. N. (2024). Indonesia's online shopping sector transformation: Analyzing the effects of online shopping app growth, e-commerce user adoption, Generation Y and Z, and shopping app advertising. *Pakistan Journal of Life and Social Sciences*, 22(2), 5547–5563. <https://doi.org/10.57239/PJLSS-2024-22.2.00413>
- Xia, Z., & Shannon, R. (2025). Navigating the digital frontier: Exploring the dynamics of customer–brand relationships through AI chatbots. *Sustainability*, 17(5), 2173. <https://doi.org/10.3390/su17052173>
- Xie, W., Yang, S., Li, Y., & Zhou, S. (2025). Understanding anthropomorphic voice-*AI chatbot* continuance from a human-AI *Interaction* perspective.

Behaviour & Information Technology, 44(12), 2998–3018.
<https://doi.org/10.1080/0144929X.2024.2427107>

Zhang, H., Lu, Y., Gupta, S., & Gao, P. (2015). Understanding group-buying websites continuance: An extension of expectation confirmation model. *Internet Research*, 25(5), 767–793. <https://doi.org/10.1108/IntR-05-2014-0127>

Zhu, Y., Wang, R., & Pu, C. (2022). “I am chatbot, your virtual mental health adviser.” What drives citizens’ satisfaction and continuance intention toward mental health chatbots during the COVID-19 pandemic? An empirical study in China. *Digital Health*, 8, Article 20552076221090031. <https://doi.org/10.1177/20552076221090031>