

ABSTRAK

PENGARUH *USABILITY* DAN *RESPONSIVENESS* CHATBOT TERHADAP KEPUASAN KONSUMEN MELALUI NILAI EKSTRINSIK DAN INTRINSIK DI MODERASI OLEH *PERSONALITY* (Survei Pada Konsumen TikTok Shop Di Kabupaten Sleman)

Muhammad Atiyya Riyadhul Haq

NIM. 141220244

Mahasiswa Program Studi (S1) Manajemen Fakultas Ekonomi dan Bisnis

Universitas Pembangunan Nasional “Veteran” Yogyakarta

141220244@student.upnyk.ac.id

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *usability* dan *responsiveness* chatbot terhadap kepuasan konsumen melalui nilai ekstrinsik dan nilai intrinsik, serta peran *personality* sebagai variabel moderasi pada konsumen TikTok Shop di Kabupaten Sleman. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap konsumen TikTok Shop yang pernah menggunakan chatbot layanan konsumen. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah 148 responden. Data dikumpulkan melalui kuesioner online dan dianalisis menggunakan *Structural Equation Modeling* berbasis *Partial Least Square* (PLS SEM). Hasil penelitian menunjukkan bahwa *usability* chatbot berpengaruh positif terhadap nilai ekstrinsik, nilai intrinsik, dan kepuasan konsumen. *Responsiveness* chatbot juga berpengaruh positif terhadap nilai ekstrinsik, nilai intrinsik, dan kepuasan konsumen. Nilai intrinsik dan nilai ekstrinsik terbukti berpengaruh positif terhadap kepuasan konsumen. Selain itu, *personality* mampu memoderasi pengaruh *usability* chatbot terhadap nilai ekstrinsik, tetapi tidak memoderasi pengaruh *responsiveness* chatbot terhadap nilai intrinsik pengalaman konsumen online.

Kata kunci : Kepuasan Konsumen, Nilai Ekstrinsik, Nilai Intrinsik, *Personality*, *Responsiveness* Chatbot, *Usability* Chatbot.

ABSTRACT

The Influence of Chatbot Usability and Responsiveness on Customer Satisfaction Through Extrinsic and Intrinsic Value Moderated by Personality

(Survey on TikTok Shop Customer in Sleman Regency)

Muhammad Atiyya Riyadhul Haq

NIM. 141220244

Student of the Management Study Program, Faculty of Economics and Business of National Development University “Veteran” Yogyakarta

141220244@student.upnyk.ac.id

ABSTRACT

This study aims to examine the influence of chatbot usability and responsiveness on customer satisfaction through extrinsic and intrinsic values, as well as the moderating role of personality among TikTok Shop customers in Sleman Regency. This research employed a quantitative approach using a survey method on TikTok Shop customers who had interacted with customer service chatbots. The sampling technique used purposive sampling with a 148 respondents. Data were collected through online questionnaires and analyzed using Partial Least Square Structural Equation Modeling (PLS SEM). The results indicate that chatbot usability positively affects extrinsic values, intrinsic values, and customer satisfaction. Chatbot responsiveness positively affects extrinsic values, intrinsic values, and customer satisfaction. Extrinsic and intrinsic values positively influence customer satisfaction. Furthermore, personality moderates the effect of chatbot usability on extrinsic values, but does not moderate the effect of chatbot responsiveness on intrinsic values in online customer experience.

Keywords: Chatbot Responsiveness, Chatbot Usability, Customer Satisfaction, Extrinsic Values, Intrinsic Values, Personality.