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Impact of AI-Powered Chatbot Choki on Shopee Users' Continuance Intention

Ivana Ester Claudia
Syti Sarah Maesaroh*
Muhammad Rizki Nugraha

Universitas Pendidikan Indonesia
**Corresponding author*: sytisarah@upi.edu

Abstract: *Indonesia's fast-growing digital economy is driving e-commerce firms to adopt artificial intelligence (AI) to enhance their services. One standard tool is the AI-powered chatbot, which helps users quickly and efficiently. Shopee introduced its AI-powered chatbot, Choki, to facilitate seamless, automated customer interactions. This study examines the impact of system quality, information quality, and service quality on user satisfaction and, in turn, on continuance intention. Data were collected from 242 Shopee users in the Jabodetabek region and analyzed using SEM-PLS. The findings reveal that system quality has a significant effect on continuance intention, while information and service quality indirectly affect it through user satisfaction. These results highlight the crucial role of AI-driven system reliability in sustaining users' long-term engagement with e-commerce platforms. Theoretically, this research strengthens the application of the DeLone and McLean Information Systems Success Model in the e-commerce context, while practically offering practitioners insights to enhance user experience by improving chatbot information accuracy and service responsiveness.*

Keywords: *Chatbot; Continuance intention; Customer satisfaction; IS success model*

1. Introduction

Indonesia's economic structure has experienced a significant transformation over the past decade as digitalization has shifted from a supplementary process to the core of the national economy (Temasek & Bain, 2024). According to the e-Conomy SEA 2024 report, Indonesia's digital economy reached an estimated value of USD 90 billion in 2024, representing a 13 percent increase from the previous year. Of this total, approximately USD 65 billion originated from the e-commerce sector, which remains the primary driver of digital growth across Southeast Asia. Within this ecosystem, Shopee remains Indonesia's most-visited e-commerce platform, ahead of Tokopedia, Lazada, and Blibli (Yonatan, 2025). However, recent performance data shows a decline to approximately 113 million monthly visits by September 2025 (Similar Web, 2025), indicating stagnation in long-term user engagement. This slowdown highlights emerging challenges in maintaining user involvement and underscores the importance of continuance intention, which is users' willingness to keep using a digital system after initial adoption (Bhattacherjee, 2001; Nguyen et al., 2021).

A decrease in continuance often indicates falling customer satisfaction, a concept that plays a key role in shaping loyalty and repurchase (Akdemir & Bulut, 2024). Data from the Indonesian Consumers Foundation (YLKI) shows that e-commerce was the second most common source of consumer complaints in 2024, with 30 percent related to delayed refunds

and 27 percent to product mismatches. These issues reveal ongoing weaknesses in system reliability, information accuracy, and service responsiveness, all influencing users' post-adoption evaluations and trust in the platform (DeLone & McLean, 2003; Ruslim & Aurellia, 2025). Improving these quality aspects is therefore essential for maintaining satisfaction and promoting continued use.

The successful adoption of digital systems in Indonesia also depends on the country's technological readiness (Budiarto et al., 2018). Technological readiness, which includes adequate infrastructure, user competence, and digital literacy, has a significant impact on the adoption of e-commerce among Indonesian SMEs (Pangesti & Adyaksana, 2021). This finding suggests that user capability and system preparedness play a vital role in ensuring the effective use of digital innovations. Similarly, Wardani et al. (2023) emphasized that the adoption of digital technologies enhances operational efficiency and user satisfaction by improving ease of use, accessibility, and trust in online services. These findings reinforce the notion that technological readiness and digital adoption jointly underpin the integration of AI-powered systems, including chatbots, into Indonesia's e-commerce environment.

To overcome service-performance challenges, digital enterprises are increasingly adopting artificial intelligence (AI) to automate customer interactions (Madanchian, 2024). Among various AI applications, chatbots, which are automated conversational systems equipped with natural language processing (NLP) and intent recognition, have become essential tools for enabling real-time communication between users and platforms. These systems provide instant responses, 24-hour availability, and context-aware personalization, thereby enhancing service efficiency and user experience (Afrina et al., 2025). Empirical research also shows that well-designed chatbots strengthen user satisfaction and trust through effective problem-solving and personalized engagement (Gao et al., 2025; Nguyen et al., 2021).

In Indonesia's e-commerce ecosystem, Shopee's AI-powered chatbot, Choki, represents a key example of innovation (Cempaka & Hadiprawoto, 2025). Choki facilitates automated processes such as product searches, order tracking, and complaint management, serving as a primary interface between users and the platform (Alghaniy, 2024). Its performance directly shapes users' perceptions of service quality, system quality, and information accuracy, which in turn influence satisfaction and continuance intention (Ruslim & Aurellia, 2025). Comparative findings indicate that Shopee's chatbot achieves higher responsiveness and reliability ratings than those of Tokopedia and Lazada (Afrina et al., 2025). Furthermore, personalization and trust, rather than mere technical speed, have been identified as key determinants of user experience with Choki (Dewi & Hartono, 2025). These insights position Choki as a relevant case for examining how AI-powered service quality affects user satisfaction and post-adoption behavior in Indonesia's digital market.

The Information Systems Success Model posits that system quality, information quality, and service quality should be evaluated as distinct dimensions because each, individually or jointly, shapes user satisfaction and continued use (DeLone & McLean, 2003). DeLone and McLean further suggest that higher system quality is expected to lead to

higher user satisfaction and intention to continue using, and that increased satisfaction in turn leads to sustained usage. In parallel, the Expectation–Confirmation Model (ECM) conceptualizes continuance as a post-adoption process in which confirmation of expectations and perceived usefulness drive satisfaction, and satisfaction, in turn, determines users' intention to continue using the system (Bhattacherjee, 2001). Prior work indicates that perceived quality influences satisfaction and that satisfaction serves as a psychological mechanism that drives continuance intention in AI-enabled service encounters, such as chatbots (Nguyen et al., 2021).

Recent studies on AI-powered chatbots in Indonesian e-commerce and related service contexts have focused on user experience rather than platform-level behavioral retention. Afrina (2025) analyzes user satisfaction with chatbots across major Indonesian marketplaces, including Shopee, Tokopedia, and Lazada. Dewi & Hartono (2025) examine chatbot personalization and its effect on customer experience. Ruslim & Aurellia (2025) assess Shopee's platform-level service and link it to user satisfaction, but discuss service in general terms and do not treat the chatbot as a distinct AI service channel. Lang (2024) relate chatbot quality to users' behavioral intention, but treats chatbot quality as a single global construct. Outside Indonesian e-commerce, Nguyen (2021) Integrate the Information Systems Success Model and the Expectation–Confirmation Model (ECM) to explain continuance intention toward banking chatbots, demonstrating that perceived quality influences satisfaction and continued chatbot use. However, there remains a gap in the literature on whether the perceived quality of a commercial e-commerce chatbot can generate satisfaction that is associated with users' continuance intention toward the e-commerce platform itself, rather than only toward the chatbot (Bhattacherjee, 2001; DeLone & McLean, 2003; Nguyen et al., 2021).

This study addresses that gap in three ways. First, it positions Shopee's AI-powered chatbot as a strategic service touchpoint and tests whether its perceived quality is associated with users' intention to continue using Shopee as a platform. Second, it separates chatbot quality into three ISS dimensions: system quality, information quality, and service quality (DeLone & McLean, 2003). Third, it applies post-adoption logic from ECM by modeling user satisfaction as the psychological mechanism that links these perceived quality dimensions to platform-level continuance intention (Bhattacherjee, 2001; Nguyen et al., 2021). By combining ISS and ECM, this study evaluates whether an AI service channel can translate technical stability, relevant information, and responsive assistance into satisfaction and, in turn, platform retention. This is strategically important in Indonesia's e-commerce sector, where platform performance and gross merchandise value increasingly depend on retaining existing users.

2. Literature Review & Hypotheses Development

2.1. Information Systems Success Model

The grand theoretical lens of this study is the information systems success model, which posits that system quality, information quality, and service quality jointly shape user satisfaction and subsequent system use (DeLone & McLean, 2003). In the context of AI-

powered chatbots, these dimensions operationalize technical reliability and usability (system quality), informational accuracy, relevance, and timeliness (information quality), and responsiveness, empathy, and personalization (service quality). Together, they provide a coherent basis for specifying the pathway from perceived quality to satisfaction and, ultimately, to continuance intention, while allowing the Expectation–Confirmation Model to clarify the mediating role of satisfaction in post-adoption behavior (Bhattacherjee, 2001).

2.2. Research Variables

This study examines five constructs that explain how users evaluate and continue using the platform: system quality, information quality, service quality, user satisfaction, and continuance intention. System quality describes how easy, accessible, and reliable the chatbot is during use, including stability, ease of use, and the sense that it works without errors (DeLone & McLean, 2003). Information quality concerns the accuracy, relevance, personalization, and timeliness of the chatbot's responses. When the chatbot delivers correct answers, tailored to the user's situation, and provided at the right moment, users feel more supported and less uncertain (Gao et al., 2025; Ruslim & Aurellia, 2025). Service quality reflects how responsive and reassuring the chatbot is, along with the quality of its interface in helping users resolve issues (Dewi & Hartono, 2025) These three forms of perceived quality shape user satisfaction, which is the user's overall positive evaluation of the interaction, including content satisfaction, problem-solving satisfaction, and comfort during the interaction (Bhattacherjee, 2001; Gao et al., 2025). Satisfaction then connects these perceptions of chatbot performance to continuance intention, defined as the intention to keep using Shopee as a platform, shown through willingness to return, remain committed, and recommend the platform after adoption (Gao et al., 2025; Nguyen et al., 2021).

2.3. Hypotheses Development

Information quality refers to how accurate, relevant, personalized, and easy to understand the information provided by the chatbot is (DeLone & McLean, 2003). In an AI-powered service context, users rely on the chatbot to obtain clear guidance and reliable explanations when they have questions about products, orders, delivery issues, or refunds. When the information they receive is correct and context-appropriate, users feel that the platform understands their situation and supports them effectively. This reduces uncertainty and effort on the user's side, which increases Satisfaction with the service (Gao et al., 2025). Prior continuance research also shows that when users consistently receive high-quality information from the system, they tend to view that system as dependable and useful, and they become more willing to keep using it in the future (Nguyen et al., 2021). Therefore, high information quality is expected to increase user Satisfaction and encourage continuance intention toward the Shopee platform, as users believe that future issues on the platform can be resolved quickly and clearly through the platform's chatbot.

H1a: Information quality has a significant positive effect on continuance intention
H1b: Information quality has a significant positive effect on satisfaction.

Service quality refers to how the chatbot delivers support, including the appropriateness of its solutions, the degree of personal attentiveness in the interaction, and

the interface's straightforwardness for communicating problems (DeLone & McLean, 2003). Prior work in Indonesian e-commerce shows that higher perceived chatbot service quality improves customer satisfaction because users expect responses that address their specific problems (Cempaka & Hadiprawoto, 2025). Research on post-adoption behavior also finds that service quality shapes users' evaluations after use and supports future usage intentions, indicating its role in sustaining continued use over time (Nguyen et al., 2021). Conceptually, when users experience a service that feels effective and personally attentive, they treat the chatbot as a dependable point of resolution. Because they do not feel the need to switch channels, this perceived service quality can directly encourage their continuance intention. Therefore, this study expects that service quality will increase satisfaction and encourage continuance intention.

H2a: Service quality has a significant positive effect on continuance intention.
H2b: Service quality has a significant positive effect on satisfaction.

System quality refers to how easy the chatbot is to use, how comfortable it is to interact with, and how reliably it operates without errors (DeLone & McLean, 2003). Studies on AI-powered service report that stable and dependable system performance improves users' post-use evaluation and increases satisfaction because issues can be handled smoothly (Gao et al., 2025). Research on post-adoption continuance also shows that system quality influences users' evaluations after using the service and contributes to their future usage intention, indicating that technical stability can help sustain continued use (Nguyen et al., 2021). Conceptually, when the system is easy to use and functions without disruption, users perceive it as a reliable infrastructure for solving their needs. Because they can continue transacting without friction, this perceived system quality can directly encourage their continuance intention. Based on this evidence, this study expects system quality to increase satisfaction and to encourage continuance intention.

H3a: System quality has a significant positive effect on continuance intention.
H3b: System quality has a significant positive effect on Satisfaction.

In this study, satisfaction is proposed as a mechanism linking perceived quality to the intention to continue using the system. Previous research on information systems shows that information quality, system quality, and service quality shape how users evaluate a system and increase their satisfaction with its performance (Cempaka & Hadiprawoto, 2025; DeLone & McLean, 2003). The post-adoption model further confirms that satisfaction is a direct prerequisite for the intention to continue using the platform, as users who are satisfied after using the service are more willing to continue using it in the future (Bhattacherjee, 2001; Nguyen et al., 2021). Evidence in AI-supported customer interactions also shows that when chatbot performance results in satisfaction, users report a stronger willingness to return to the service (Gao et al., 2025). Overall, these findings imply that higher perceived information quality, service quality, and system quality should increase satisfaction, and that satisfaction, in turn, should affect the intention to continue using the Shopee platform. Therefore, this study hypothesizes that satisfaction mediates these relationships.

H1c: Information quality has an indirect positive effect on continuance intention through satisfaction.

H2c: Service quality has an indirect positive effect on continuance intention through satisfaction.

H3c: System quality has an indirect positive effect on continuance intention through satisfaction.

Satisfaction is the positive feeling users develop after using a system when the system's performance meets or exceeds their expectations (Bhattacherjee, 2001). In the Expectation–Confirmation Model, satisfaction is described as the primary driver of continuance intention because confirmation of expectations and perceived usefulness lead to Satisfaction, and satisfaction, in turn, determines whether users intend to continue using the platform. Research on chatbot services shows a similar pattern: continuance intention toward chatbot-based services is influenced by users' satisfaction after interacting with the chatbot (Nguyen et al., 2021). Studies in AI-assisted commerce also report that higher post-use satisfaction is associated with a stronger willingness to keep engaging with the service in future interactions (Gao et al., 2025). Users who feel satisfied are more willing to continue using Shopee as their primary e-commerce platform due to their chatbot experience.

H4: Satisfaction has a significant positive effect on Continuance Intention.

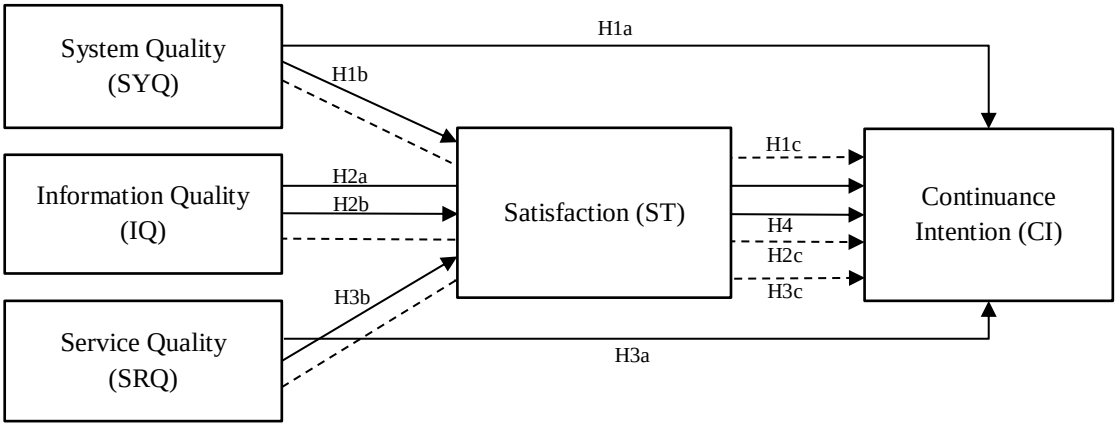

Figure 1. Research Model

3. Method

The study targeted Shopee users residing in the Jakarta Metropolitan Area (Jabodetabek), which includes the cities and regencies of Jakarta, Bogor, Depok, Tangerang, and Bekasi. This region was selected because it represents Indonesia's most digitally competitive and economically active e-commerce ecosystem. According to the East Ventures Digital Competitiveness Index (EV-DCI) 2025, DKI Jakarta and West Java rank first and second nationally in digital competitiveness, reflecting strong technological readiness, digital literacy, and connectivity (East Ventures, 2025). Since Jabodetabek geographically spans these two leading provinces, it provides a highly representative setting for analyzing user behavior toward AI-powered digital services such as Shopee's Choki chatbot.

A purposive sampling strategy was employed, with two inclusion criteria: respondents had to reside in Jabodetabek and have prior experience with Shopee's chatbot. The sample size followed the guidelines of Hair (2017) which recommends a minimum of 10 respondents per indicator. With 17 indicators in the model, the minimum required sample size was 170 respondents; a total of 242 valid responses were collected. The research instrument used a five-point Likert-scale questionnaire adapted from indicators in previous validated studies to ensure measurement reliability and validity. Data were analyzed using the SEM-PLS method through SmartPLS 4 software, as this technique allows simultaneous testing of causal relationships among latent variables while validating both measurement and structural models The analysis proceeded in three steps: (1) evaluation of the outer model to examine convergent and discriminant validity as well as reliability, (2) evaluation of the inner model to test structural relationships among constructs, and (3) hypothesis testing to determine the statistical significance of the proposed paths.

Table 1. Measurement Items

Variables	Measurement Items
System Quality (DeLone & McLean, 2003; Nguyen et al., 2021)	1. Shopee chatbot is easy to use. 2. Using the Shopee chatbot feels comfortable. 3. Shopee chatbot is reliable. 4. Shopee chatbot rarely experiences errors.
Information Quality (DeLone & McLean, 2003; Nguyen et al., 2021)	1. The information provided by the Shopee chatbot is trustworthy. 2. The information provided by the Shopee chatbot is accurate. 3. The information provided by the Shopee chatbot is relevant to my needs. 4. The information from the Shopee chatbot is helpful for my decision-making. 5. The information provided is in accordance with my order history. 6. The information provided by the Shopee chatbot is easy to understand.
Service Quality (DeLone & McLean, 2003; Nguyen et al., 2021)	1. The Shopee chatbot provides fast and appropriate solutions. 2. The Shopee chatbot provides personalized attention. 3. The Shopee chatbot's appearance has an attractive visual design. 4. The Shopee chatbot has an easy-to-understand interface for conveying my needs.
Satisfaction (Bhattacherjee, 2001; Nguyen et al., 2021)	1. My experience using the Shopee chatbot is very satisfying. 2. I am satisfied with the information provided by the Shopee chatbot. 3. I am satisfied with the Shopee chatbot's ability to resolve my issues. 4. The Shopee chatbot provides solutions that meet my needs. 5. I am satisfied with the way the Shopee chatbot interacts with me. 6. The Shopee chatbot's responses meet my expectations. 7. Using the Shopee chatbot makes me feel comfortable. 8. I enjoy interacting with the Shopee chatbot. 9. The Shopee chatbot makes my shopping experience more interesting.
Continuance Intention (Bhattacherjee, 2001; Nguyen et al., 2021)	1. With the Shopee chatbot, I intend to continue using Shopee in the future. 2. With the Shopee chatbot, I will continue to rely on Shopee for my shopping activities. 3. With the Shopee chatbot, I will try to use Shopee every time I need it. 4. With the Shopee chatbot, I will make Shopee my primary choice for shopping. 5. With the Shopee chatbot, I will recommend Shopee to other people.

4. Result and Discussion

The demographic profile indicates that 84% of Shopee Choki chatbot users are female, predominantly aged 20–25 years (82%), and that 68% reside in Jakarta. Most respondents

are students with monthly incomes below IDR 3,000,000, and typical purchase values range from IDR 50,000 to IDR 300,000. The chatbot is primarily used for transactional and post-purchase interactions, including order status tracking, delivery information, refund procedures, and product return guidance. These patterns indicate that users mainly rely on the chatbot as a service channel to validate transaction information and resolve fundamental order-related issues.

Table 2 reports the convergent validity results based on outer loadings and Average Variance Extracted (AVE). All indicators exhibit loadings above 0.70. Moreover, each construct attains an AVE greater than 0.50. indicating acceptable indicator reliability and confirming that all variables meet the criteria for convergent validity.

Table 2. Validity Test

Variable	Indicator	Outer Loading	AVE	Result
Continuance Intention (CI)	CI1	0.807	0.716	Valid
	CI2	0.882		
	CI3	0.851		
	CI4	0.821		
	CI5	0.867		
Information Quality (IQ)	IQ1	0.821	0.654	Valid
	IQ2	0.800		
	IQ3	0.801		
	IQ4	0.839		
	IQ5	0.789		
	IQ6	0.801		
Service Quality (SRQ)	SRQ1	0.795	0.628	Valid
	SRQ2	0.802		
	SRQ3	0.780		
	SRQ4	0.793		
Satisfaction (ST)	ST1	0.831	0.699	Valid
	ST2	0.859		
	ST3	0.849		
	ST4	0.847		
	ST5	0.815		
	ST6	0.841		
	ST7	0.838		
	ST8	0.847		
	ST9	0.797		
System Quality (SYQ)	SYQ1	0.723	0.608	Valid
	SYQ2	0.825		
	SYQ3	0.818		
	SYQ4	0.746		

Based on Table 2, all indicators met the criteria for convergent validity. All outer-loading values exceeded the minimum threshold of 0.70, and the AVE values for each construct were above 0.50 (Hair et al., 2021). These findings indicate that each indicator consistently and significantly represents its corresponding construct. Therefore, the research

model satisfies the convergent validity requirement and is suitable for proceeding to the reliability assessment stage.

Table 3. Reliability Test

	Cronbach's Alpha	Composite Reliability	Result
Continuance Intention	0.901	0.926	Reliable
Information Quality	0.894	0.919	Reliable
Satisfaction	0.946	0.954	Reliable
Service Quality	0.804	0.871	Reliable
System Quality	0.785	0.861	Reliable

Table 3 presents the construct-reliability results. All variables demonstrated high reliability, as shown by Cronbach's alpha and composite reliability values exceeding 0.70. This result indicates strong internal consistency, meaning that all indicators consistently measure their intended constructs. The coefficient of determination (R^2) was 0.738 for Satisfaction (substantial) and 0.505 for continuance intention (moderate) (Hair et al., 2021). These values indicate strong explanatory power for Satisfaction and moderate explanatory power for continuance intention in the structural model.

Table 4. Discriminant Validity Test

	CI	IQ	SRQ	ST	SYQ
Fornell-Larcker					
Continuance Intention (CI)	**0.846**				
Information Quality (IQ)	0.596	**0.809**			
Service Quality (SRQ)	0.628	0.726	**0.792**		
Satisfaction (ST)	0.691	0.808	0.774	**0.836**	
System Quality (SYQ)	0.597	0.652	0.702	0.698	**0.779**
Heterotrait-Monotrait Ratio (HTMT)					
Continuance Intention (CI)					
Information Quality (IQ)	0.663				
Service Quality (SRQ)	0.734	0.848			
Satisfaction (ST)	0.747	0.878	0.877		
System Quality (SYQ)	0.706	0.763	0.878	0.793	

Discriminant validity was examined using the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio. As shown in Table 4, the square-root values of each construct's AVE were higher than the correlations with other constructs, fulfilling the Fornell–Larcker criterion. Moreover, all HTMT ratios were below 0.90. indicating satisfactory discriminant validity both statistically and theoretically (Hair et al., 2021).

Hypothesis testing was performed to evaluate the effects of exogenous variables on endogenous variables within the structural model. The analysis employed a bootstrapping procedure with path coefficients, t-statistics, and p-values. A relationship was considered significant when the t-statistic > 1.96 or the p-value < 0.05 at the 5% significance level (Hair et al., 2021). Table 5 summarizes the hypothesis-testing results. The findings reveal that each variable exerts a different level of influence on Satisfaction and Continuance Intention among Shopee Choki chatbot users. These results align with the information systems success model, which posits that system, information, and service quality contribute

differently to system success (DeLone & McLean, 2003). In addition, consistent with the Expectation–Confirmation Model, user satisfaction plays a crucial role in determining continuance intention toward technology use (Bhattacherjee, 2001). Accordingly, these findings provide a conceptual foundation for the subsequent discussion of each hypothesis.

Table 5. Hypothesis Testing Result

Direct Effect	Original Sample (O)	P-Values	Result
IQ => CI	0.018	0.844	H1a: Rejected
IQ => ST	0.470	0.000**	H1b: Accepted
SRQ => CI	0.159	0.078	H2a: Rejected
SRQ => ST	0.311	0.000**	H2b: Accepted
SYQ => CI	0.169	0.039*	H3a: Accepted
SYQ => ST	0.173	0.020*	H3b: Accepted
ST => CI	0.436	0.000**	H4: Accepted
Indirect Effect			
IQ => ST => CI	0.205	0.000**	H1c: Accepted
SRQ => ST => CI	0.136	0.000**	H2c: Accepted
SYQ => ST => CI	0.076	0.059	H3c: Rejected

** Sig < 1%; * Sig < 5%

Information quality does not have a direct effect on continuance intention **(H1a Rejected)**. This result can be explained by how users actually use Shopee's chatbot. They primarily use the chatbot to resolve specific transactional and post-purchase issues, such as delivery status, shipment delays, refunds, or return instructions. These interactions are brief and goal-driven: once the problem is resolved, the information is no longer needed. Accordingly, accurate and relevant answers are viewed as a basic service that should be provided at that moment, not as a justification for continued use of the platform. In the information systems success model, quality factors first shape user satisfaction, and satisfaction then supports continued use (DeLone & McLean, 2003). In this case, information alone is not enough to create future commitment to the platform (Alvionita, 2024).

Information quality has a significant positive effect on satisfaction **(H1b Accepted)**. Users report higher satisfaction when the chatbot provides information that directly answers their specific problem and can be followed immediately. Empirical work on AI-powered chatbots finds that users feel more satisfied when the information they receive is accurate, precise, and tailored to their situation, because this reduces uncertainty and signals that their issue is being addressed appropriately (Gao et al., 2025). In this study, the evaluation is driven by whether the chatbot provides clear, usable information for post-purchase issues, such as delivery status, refund procedures, or return instructions. Within the Information Systems Success framework, satisfaction is treated as a key outcome of perceived information performance, meaning that higher perceived information quality produces a more favorable overall assessment of the interaction.

The direct effect of service quality on continuance intention toward the Shopee platform is not significant **(H2a Rejected)**. This hypothesis is not significant because users

treat the chatbot's fast, polite, and helpful support during problems as something the platform is supposed to provide anyway, not as a strong reason to keep using Shopee as their main e-commerce platform (Dewi & Hartono, 2025) Service quality is seen as operational help to solve issues, not as a factor that creates long-term commitment. In the Information Systems Success (ISS) Model, service quality is defined as the quality of support provided to users (DeLone & McLean, 2003), whereas the decision to continue using a system after initial use is primarily explained by overall post-use satisfaction (Bhattacherjee, 2001; Nguyen et al., 2021). Therefore, service quality alone is not enough to directly drive continuance intention toward the platform.

Service quality has a significant positive effect on satisfaction **(H2b Accepted)**. Users report higher satisfaction when the chatbot is responsive, provides clear assistance, and actively guides them through refund, delivery, and complaint resolution. This kind of guidance reduces uncertainty in situations that users perceive as sensitive, for example, when money has not yet been refunded or an item is late. Prior evidence in Indonesian e-commerce settings shows that users evaluate the interaction more favorably when the chatbot supports them during problem episodes rather than leaving them to figure out the process alone (Cempaka & Hadiprawoto, 2025; Ruslim & Aurellia, 2025). Within the information systems success framework, service-related performance is expected to influence users' satisfaction with the system, as it shapes their perceptions of being assisted, treated fairly, and reassured during service recovery.

System quality directly and significantly affects Continuance Intention **(H3a Accepted)**. This indicates that users are more likely to continue using Shopee when the chatbot is technically reliable, easy to use, and responds smoothly without errors. In practice, users rely on the chatbot to address order-related and post-purchase issues within the platform. When the system works without crashes, interprets user questions naturally, and returns answers quickly, users can settle those issues without leaving the platform, which supports their intention to continue using it (Gao et al., 2025). In the information systems success model, perceived performance of the system itself forms part of the user's overall judgment of whether the system is worth continuing to use, because stable technical quality reduces friction and effort in future interactions. In this model, that mechanism is explicit: higher system quality is sufficient to encourage continuance intention.

System quality has a significant effect on satisfaction **(H3b Accepted)**. Users report higher Satisfaction when the chatbot feels stable, responsive, and easy to navigate, because this creates an interaction that feels smooth and under control rather than frustrating. In routine use, technical breakdowns, slow responses, or confusing interface behavior would increase effort and uncertainty. When those frictions are minimized, the user's experience is evaluated more positively. Research on AI-enabled customer support in commercial contexts indicates that a reliable and responsive chatbot experience improves users' post-use evaluations of the interaction, as the problem-solving process feels efficient rather than cumbersome (Cempaka & Hadiprawoto, 2025; Gao et al., 2025). Within the Information Systems Success Framework, satisfaction is understood as an outcome of users' experiences

of system quality in actual use, including system reliability and ease of use. The significant path from system quality to satisfaction in this model reflects that logic.

The indirect path from information quality to continuance intention through satisfaction is significant **(H1c Accepted)**. This means that users intend to keep using Shopee not simply because the chatbot provides correct and relevant information, but because that information first leads them to feel satisfied with the interaction. In practice, users rely on the chatbot to settle order-related issues such as delivery status, refunds, and returns; when the information helps them handle these issues effectively, they evaluate the experience positively and form satisfaction. In the information systems success framework, satisfaction is the key outcome of perceived system quality, linking the interaction experience to continued system use. This same role of Satisfaction as the immediate driver of continuance intention is also emphasized in the Expectation–Confirmation Model and has been observed in chatbot settings, where continued use is primarily driven by post-interaction satisfaction (Gao et al., 2025; Nguyen et al., 2021).

The indirect effect of service quality on continuance intention through satisfaction is significant **(H2c Accepted)**. This means that service quality influences users' intention to keep using Shopee only because it first increases their Satisfaction. In practice, when the chatbot responds clearly, helps solve problems such as refunds or delivery issues, and treats users properly, users feel that the platform is taking care of them, and they become more satisfied (Akdemir & Bulut, 2024). In the Information Systems Success (ISS) Model, service quality is described as support quality, and that support improves users' overall evaluation of the system through Satisfaction (DeLone & McLean, 2003). The Expectation–Confirmation Model also states that Satisfaction after using the system is the immediate driver of continuance intention (Bhattacherjee, 2001). Therefore, service quality leads to continuance intention by increasing satisfaction, thereby motivating users to continue using the platform.

The indirect path from System quality to continuance intention through satisfaction is not statistically strong **(H3c: Rejected)**. This pattern suggests that users need not be highly satisfied for technical quality to influence their willingness to continue using Shopee. System quality already provides a reason to continue. When the chatbot is fast, stable, and able to process queries without friction, users can rely on it to handle future transactions inside the platform. Prior work on AI service environments argues that core technical reliability can operate as a "hygiene factor," meaning it prevents frustration and keeps users from abandoning the system, even if it does not always generate strong positive feelings (Huang & Lee, 2022). In the information systems success model, this can be interpreted as system quality directly informing continued use intentions, while Satisfaction plays a more modest role in that particular linkage.

Satisfaction has a substantial and significant effect on continuance intention **(H4 Accepted)**. Users are more willing to keep using Shopee when, after interacting with the chatbot, they evaluate the overall experience as effective and reliable in addressing their post-purchase issues. In this context, satisfaction reflects a positive overall assessment of the

interaction, including whether the chatbot provides guidance that resolves order-related problems in a way the user considers adequate. The Expectation–Confirmation Model posits that once users confirm that the service meets their expectations, the resulting satisfaction becomes the immediate psychological driver of their intention to continue using the service (Bhattacherjee, 2001). The Information Systems Success perspective similarly treats user satisfaction as a central indicator of system success, linking perceived service performance to the decision to continue using the system. In this model, higher Satisfaction is directly associated with stronger continuance intention. Overall, the evidence confirms that satisfaction is the central psychological mechanism that links system, information, and service quality to continuance intention. For digital-native consumers, the decision to continue using Shopee is driven more by efficient, seamless system performance than by personalization or relational engagement, reflecting an outcome-oriented usage pattern in Indonesia's e-commerce environment.

5. Conclusion, Limitations, and Suggestions for the Future

This study shows that perceived system quality, information quality, and service quality of Shopee's AI-powered chatbot shape user satisfaction, and that satisfaction is the primary driver of users' continuance intention toward the platform. Information quality and service quality do not directly increase continuance intention; instead, they increase satisfaction, which in turn leads to continuance intention. System quality follows a dual path: it contributes to satisfaction and also directly supports continuance intention. Theoretically, this confirms that satisfaction is the core psychological mechanism that mediates the effect of perceived chatbot quality on platform-level retention, while also indicating that technical stability and usability can sustain continued use even beyond satisfaction. Managerially, this study suggests two priorities for e-commerce platforms: improving informational clarity and service responsiveness to increase satisfaction, and maintaining strong technical performance to sustain users' willingness to continue using the platform.

A limitation of this study is that system quality, information quality, and service quality were assessed solely through users' perceptions of the chatbot. This aligns with the Information Systems Success view, which holds that end users evaluate quality. However, it excludes objective performance indicators such as response speed, accuracy, issue resolution without escalation, and consistency of AI-generated answers. Future research should combine perceived quality with operational performance metrics (Nsaif et al., 2024) to identify which technical aspects of chatbot behavior matter most for driving satisfaction and continuance intention. Such evidence would help platforms design chatbot improvements that not only create a good interaction experience, but also strengthen long-term user retention and transactional activity (Nguyen et al., 2021).

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