

The influence of ai chatbot service quality
on customer loyalty in Indonesia's e-commerce industry

THE INFLUENCE OF AI CHATBOT SERVICE QUALITY ON CUSTOMER LOYALTY IN INDONESIA'S E-COMMERCE INDUSTRY:

A Study of Shopee and Tokopedia Users

By

Biyani Nauli Chandra
12208006



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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Biyani Nauli Chandra

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Biyan Nauli Chandra

Student

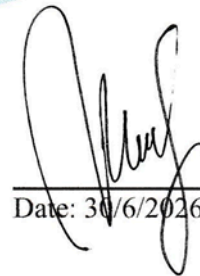


Date: 30/6/2026

Approved by:

Dr. Munawaroh Zainal MM

Thesis Advisor



Date: 30/6/2026

Margaretha T.P. Lingga, MM

Thesis Co-Advisor

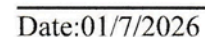


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ABSTRACT

Dr. Nila Hidayat, SE., MM

Dean



Date: 01/7/2026

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Dr. Munawaroh Zainal, Advisor
Margaretha T.P. Lingga, MM, Co-Advisor

SWISS GERMAN UNIVERSITY

AI's quick growth has really changed how customer service works for online stores in Indonesia. Big names like Shopee and Tokopedia are using chat robots powered by AI to make their service faster, better, and able to handle more people. But, it's still not clear if customers like talking to these robots or actual people, and how good the robot service is affected if customers stick around. This study looks at how the quality of AI chatbot service affects if customers stay loyal, with customer happiness playing a big part. We used a numbers-based approach and got info from 210 Indonesian online shoppers who've used chatbot services before. We used a special method to analyze the data. What we found is that chatbot service quality really does help make customers happy and keep them coming back. Also, customer happiness helps bridge the gap between chatbot service quality and loyalty. The lesson here is that being quick to respond, being reliable, and making things personal are super important for good customer experiences with AI services. This study adds to what we already know about online service quality and gives advice to online stores that want to keep customers around by using AI-based customer support.

Keywords: *Artificial Intelligence, Chatbot Service Quality, Customer Satisfaction, Customer Loyalty, E-commerce, Indonesia*

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DEDICATION

I want to thank my awesome parents and family. I couldn't have done this without their support, love, and all the things they gave up for me. I'm so grateful they were always there for me during school.



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