

THE IMPACT OF AI-ENABLED SERVICE FEATURES ON CUSTOMER
SATISFACTION: RIDE-HAILING APPLICATIONS IN INDONESIA

By

Alvin Kenneth

22453009

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SWISS GERMAN UNIVERSITY

The Prominence Tower

Jalan Jalur Sutera Barat No. 15, Alam Sutera

Tangerang, Banten 15143 – Indonesia

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STATEMENT BY AUTHOR

Name of Student : Alvin Kenneth
Student ID : 22453009
Faculty : Business & Communication
Study Program : Master of Business Administration
Date of Defense : 02 February 2026
Thesis Title : THE IMPACT OF AI-ENABLED SERVICE FEATURES ON CUSTOMER SATISFACTION: RIDE-HAILING APPLICATIONS IN INDONESIA

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Alvin Kenneth

(Name of Student)

Approved by: Dr. Fiter Abadi, BA., MBA

Date: 16 February 2026



Dr. Fiter Abadi, BA., MBA

(Thesis Advisor)

Acknowledged by:

Date: 16 February 2026

Dr. Nila Krisnawati Hidayat, S.E., M.M.

(Dean of Faculty of Engineering & Information Technology)

ABSTRACT

THE IMPACT OF AI-ENABLED SERVICE FEATURES ON CUSTOMER SATISFACTION AND FIRM REPUTATION: RIDE-HAILING APPLICATIONS IN INDONESIA

By

Alvin Kenneth

Dr. Fiter Abadi, BA., MBA

SWISS GERMAN UNIVERSITY

This study examines the influence of artificial intelligence (AI) enabled service features on customer satisfaction and firm reputation in Indonesia's rapidly expanding ride-hailing industry. Platforms such as Gojek, Grab, Maxim, and inDrive increasingly rely on AI driven mechanisms for dynamic pricing, driver passenger matching, demand forecasting, fraud detection, and automated customer service. While these technologies promise higher efficiency, personalization, and operational scalability, they also raise concerns related to fairness, transparency, perceived service quality, and trust, which can shape how customers evaluate both the service and the firm that provides it. The main objective of this research is to analyze how six key antecedent constructs, namely perceived value of AI adoption, perceived service delivery, perceived service quality, market orientation of service provision, identification with the service provided, and AI use behavior, affect customer satisfaction and firm reputation in the context of AI intensive ride-hailing services. A quantitative research design is employed using a structured online questionnaire distributed to active ride-hailing users in Indonesia. The collected data will be analyzed using multivariate techniques, including confirmatory factor analysis and structural equation modeling, in order to test the measurement model and the structural relationships among the constructs within a unified explanatory framework grounded in service marketing, technology acceptance, and AI in services literature. The findings are expected to contribute theoretically by extending existing models of AI adoption and service evaluation to the specific context of ride-hailing platforms in an emerging economy, and by clarifying the role of AI use behavior and identification with the service in reputation building. From a managerial perspective, the study is intended to

offer practical guidance for platform providers on how to design, communicate, and govern AI features in ways that enhance perceived value, improve service delivery and service quality, and strengthen both customer satisfaction and long term reputational capital in Indonesia's digital mobility ecosystem.

Keywords: artificial intelligence, ride-hailing platforms, customer satisfaction, firm reputation, perceived value of AI adoption, service quality, AI use behavior, mobile applications.





DEDICATION

I dedicate this research to my family, thesis advisor; Mr. Fiter Abadi, and my beloved country, Indonesia.



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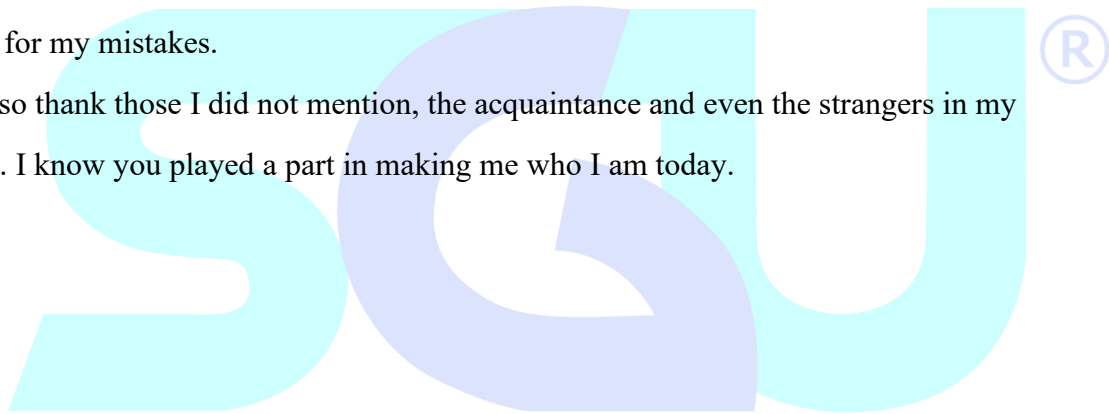


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