

ABSTRAK

PENGARUH *RESPONSIVENESS*, *USABILITY*, *ACCURACY*, DAN *RELIABILITY* CHATBOT BERBASIS *ARTIFICIAL INTELLIGENCE* TERHADAP KEPUASAN KONSUMEN GENERASI Z DI PLATFORM SHOPEE

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *responsiveness*, *usability*, *accuracy*, dan *reliability* Chatbot berbasis *Artificial Intelligence* terhadap kepuasan konsumen Generasi Z di platform Shopee secara simultan, (2) pengaruh secara parsial *responsiveness* Chatbot berbasis AI terhadap kepuasan konsumen Generasi Z di platform Shopee, (3) pengaruh secara parsial *usability* Chatbot berbasis AI terhadap kepuasan konsumen Generasi Z di platform Shopee, (4) pengaruh secara parsial *accuracy* terhadap kepuasan konsumen Generasi Z di platform Shopee, serta (5) pengaruh secara parsial *reliability* terhadap kepuasan konsumen Generasi Z di platform Shopee. Populasi dalam penelitian ini adalah pengguna platform Shopee yang termasuk Generasi Z dan pernah menggunakan Chatbot berbasis *Artificial Intelligence* dalam kurun waktu 3 bulan terakhir. Sampel dalam penelitian ini sebanyak 424 responden. Teknik pengambilan sampel ini menggunakan metode *non probability sampling* dengan teknik *purposive sampling*. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, analisis regresi berganda, serta uji hipotesis dengan software SPSS 27. Hasil penelitian menunjukkan bahwa: (1) *responsiveness*, *usability*, *accuracy*, dan *reliability* secara simultan berpengaruh terhadap kepuasan konsumen Generasi Z di platform Shopee, (2) *responsiveness* secara parsial berpengaruh terhadap kepuasan konsumen Generasi Z di platform Shopee, (3) *usability* berpengaruh terhadap kepuasan konsumen Generasi Z di platform Shopee, (4) *Accuracy* berpengaruh terhadap kepuasan konsumen di platform Shopee, dan (5) *reliability* berpengaruh terhadap kepuasan konsumen Generasi Z di platform Shopee.

Kata kunci: *responsiveness*, *usability*, *accuracy*, *reliability*, Chatbot AI, kepuasan konsumen Generasi Z

ABSTRACT

THE EFFECT OF *RESPONSIVENESS, USABILITY, ACCURACY, AND RELIABILITY* OF ARTIFICIAL INTELLIGENCE-BASED *CHATBOTS* ON GENERATION Z CUSTOMER SATISFACTION ON THE SHOPEE PLATFORM

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This study aims to examine: (1) the simultaneous effect of Artificial Intelligence (AI)-based chatbot responsiveness, usability, accuracy, and reliability on Generation Z consumers' satisfaction on the Shopee platform; (2) the partial effect of AI-based chatbot responsiveness on Generation Z consumers' satisfaction on the Shopee platform; (3) the partial effect of AI-based chatbot usability on Generation Z consumers' satisfaction on the Shopee platform; (4) the partial effect of AI-based chatbot accuracy on Generation Z consumers' satisfaction on the Shopee platform; and (5) the partial effect of AI-based chatbot reliability on Generation Z consumers' satisfaction on the Shopee platform. The population of this study consisted of Generation Z Shopee users who had used an Artificial Intelligence (AI)-based chatbot within the last three months. The study involved 424 respondents selected using a non-probability sampling method with a purposive sampling technique. Data were collected through an online questionnaire and analyzed using descriptive analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing with SPSS version 27. The results indicate that: (1) responsiveness, usability, accuracy, and reliability simultaneously have a positive and significant effect on Generation Z consumers' satisfaction on the Shopee platform; (2) responsiveness has a positive and significant effect on Generation Z consumers' satisfaction on the Shopee platform; (3) usability has a positive and significant effect on Generation Z consumers' satisfaction on the Shopee platform; (4) accuracy has a positive and significant effect on Generation Z consumers' satisfaction on the Shopee platform; and (5) reliability has a positive and significant effect on Generation Z consumers' satisfaction on the Shopee platform.

Keywords: *responsiveness, usability, accuracy, reliability, AI Chatbot, customer satisfaction, Generation Z*