

AI-Powered Chatbots on User Satisfaction in E-Commerce Websites

Abstract

In this modern era, E-commerce is one of the industries that focuses on using artificial intelligence (AI) to improve the business performance especially in the area of electronic customer relationship management (e-CRM). In this research, the usage of one of the AI tools, which is known as chatbot, is further investigated in the area of e-commerce (Taan & Lim, 2023). This research investigates the impact of chatbot features on consumer satisfaction and purchase decisions within e-commerce platforms. The research identifies key factors contributing to consumer satisfaction, including interactivity, communication manner, responsiveness, and perceived usability. The findings demonstrate that responsiveness significantly influences customer satisfaction, which in turn, strongly affects purchase decisions (OKTAVIA & ARIFIN, 2024).

AI-driven chatbots have emerged as a potential customer service application attempting to provide economical and round-the-clock customer service. Statistics show that nearly one out of four customer service organizations employ AI-driven chatbots to serve their customers. It is no wonder that the related market is expected to grow to more than USD 142 billion by 2024(Hsu & Lin, 2023). Chatbots are especially useful for retail and eCommerce industries. By serving and responding to customers appropriately, chatbots help increase sales and conversion rates, enhance the shopping experience, gather customer data and among others. For example, Lego announced its chatbot, Ralph, to support Christmas sales. Ralph had his own personality and was fun to engage with. As a result, Ralph helped drive 25% of sales from social media, and most importantly, with Ralph's help, Lego successfully reduced the cost per each conversion by more than 70%(Hsu & Lin, 2023).

References

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