

DAFTAR PUSTAKA

- Adamopoulou, E., & Moussiades, L. (2020). Chatbots: History, technology, and applications. *Machine Learning with Applications*, 2(November), 100006. <https://doi.org/10.1016/j.mlwa.2020.100006>
- Alshibly, H. H. (2014). Evaluating E-HRM success: A Validation of the Information Systems Success Model. *International Journal of Human Resource Studies*, 4(3), 107. <https://doi.org/10.5296/ijhrs.v4i3.5929>
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). *Customer Satisfaction , Market and Profitability : Findings From*. 58(3), 53–66.
- Aryodamar. (2018). *POS Indonesia Luncurkan Chatbot, Buat Apa Ya?* [Www.Idntimes.Com. https://www.idntimes.com/news/indonesia/gregorius-pranandito/pos-indonesia-luncurkan-chatbot-buat-apa-ya-1](https://www.idntimes.com/news/indonesia/gregorius-pranandito/pos-indonesia-luncurkan-chatbot-buat-apa-ya-1)
- Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Caldarini, G., Jaf, S., & McGarry, K. (2022). A Literature Survey of Recent Advances in Chatbots. *Information (Switzerland)*, 13(1). <https://doi.org/10.3390/info13010041>
- Cardillo, A. (2024). *40+ Chatbot Statistics (2024)*. Explodingtopics.Com. <https://explodingtopics.com/blog/chatbot-statistics>
- Chung, M., Ko, E., Joung, H., & Kim, S. J. (2020). Chatbot e-service and customer satisfaction regarding luxury brands. *Journal of Business Research*, 117(September), 587–595. <https://doi.org/10.1016/j.jbusres.2018.10.004>
- Davis, F. D. (1989). 249008. *Perceived Usefulness, Perceived Ease of Use and User Acceptance of Information Technology*, 13(3), 1–23.
- De Santis, P. R. (2024). Are Chatbots the Key to Success in Customer Service for Logistics Companies? A Statistical Study of 10 of the Most Important Companies in South America. *Operations and Supply Chain Management*, 17(1), 50–64. <https://doi.org/10.31387/oscm0560413>
- DeLone, W. H., & McLean, E. R. (2016). Information Systems Success Measurement. *Foundations and Trends® in Information Systems*, 2(1), 1–116. <https://doi.org/10.1561/29000000005>

- Delone, W., & Mclean, E. (2003). *The DeLone and McLean Model of Information Systems Success : A Ten-Year Update*. October. <https://doi.org/10.1080/07421222.2003.11045748>
- Ghozali, I. (2018). *APLIKASI ANALISIS MULTIVARIATE Dengan Program IBM SPSS 25* (Edisi 9). Badan Penerbit Universitas Diponegoro. <https://www.scribd.com/document/644946086/Ghozali-Edisi-9-pdf>
- Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research*, 62(5), 565–571. <https://doi.org/10.1016/j.jbusres.2008.06.016>
- Huseynov, F. (2023). Chatbots in digital marketing: Enhanced customer experience and reduced customer service costs Farid Huseynov. *Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence*, January, 46–72. <https://doi.org/10.4018/978-1-6684-7735-9.ch003>
- Kotler, P., & Keller, K. L. (2016). Marketing Management. 15th ed. In *Boletin cultural e informativo - Consejo General de Colegios Medicos de España* (Vol. 22).
- Lee, Y. W., Strong, D. M., Kahn, B. K., & Wang, R. Y. (2002). AIMQ: A methodology for information quality assessment. *Information and Management*, 40(2), 133–146. [https://doi.org/10.1016/S0378-7206\(02\)00043-5](https://doi.org/10.1016/S0378-7206(02)00043-5)
- Madan Reddy, Y., Chandrasekhara Reddy, T., & Dayaker, P. (2017). To dialogue with chatbot using machine learning. *International Journal of Mechanical Engineering and Technology*, 8(6), 729–739.
- Maulana, L. (2025). *Survei KIC: 83,6 Persen Masyarakat Indonesia Familiar Dengan AI*. Katadata.Co.Id. <https://katadata.co.id/digital/teknologi/67a70c3d7662e/survei-kic-83-6-persen-masyarakat-indonesia-familiar-dengan-ai>
- McLean, G., & Osei-Frimpong, K. (2019). Chat now... Examining the variables influencing the use of online live chat. *Technological Forecasting and Social Change*, 146(March 2018), 55–67. <https://doi.org/10.1016/j.techfore.2019.05.017>
- Mostafa, R. B., & Kasamani, T. (2022). Antecedents and consequences of chatbot initial trust. *European Journal of Marketing*, 56(6), 1748–1771. <https://doi.org/10.1108/EJM-02-2020-0084>
- Nam, T. H., Diu, D. T., & Duc, N. M. (2024). *Customer Satisfaction with Chatbot Tools in Electronics Retail in Vietnam*. 3538(11), 8092–8104.
- Novianty, D. (2018). *VIDA Siap Layani Pelanggan PT Pos Indonesia*. Wwww.Suara.Com. <https://www.suara.com/tekno/2018/05/09/110054/vida-siap-layani-pelanggan-pt-pos-indonesia>

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41. <https://doi.org/10.2307/1251430>
- Pillai, R., & Sivathanu, B. (2020). Adoption of AI-based chatbots for hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 32(10), 3199–3226. <https://doi.org/10.1108/IJCHM-04-2020-0259>
- Sanny, L., Susastra, A. C., Roberts, C., & Yusramdaleni, R. (2020). The analysis of customer satisfaction factors which influence chatbot acceptance in Indonesia. *Management Science Letters*, 10(6), 1225–1232. <https://doi.org/10.5267/j.msl.2019.11.036>
- Soni, A., & Dubey, S. (2024). The Impact of AI-Powered Chatbots on Customer Satisfaction in E-commerce Marketing (TAM Approach). *Journal of Public Relations and Advertising*, 3(3), 12–18.
- Sugiyono. (2013). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*.
- Venkatesh, V., & Davis, F. D. (2000). Theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Vergaray, A. D., Robles, W. F. P., & Jiménez, J. A. S. (2023). The Impact of Chatbots on Customer Satisfaction: A Systematic Literature Review. *TEM Journal*, 12(3), 1407–1417. <https://doi.org/10.18421/TEM123-21>
- Wang, R. Y. (1996). Beyond accuracy: What data quality means to data consumers. *Journal of Management Information Systems*, 12(4), 5–34. <https://doi.org/10.1080/07421222.1996.11518099>
- Widyawati, N., & Syarri, R. (2018). *Distribusi Dokumen dan Waktu Penyelesaian Nota terhadap One Day Billing*. Vol 1 No 2, 1–11. <https://jurnal.stiamak.ac.id/index.php/jbh/article/view/2>
- Wijonarko, G., & Wirapraja, A. (2022). Pengaruh Green Human Resource Management Terhadap Peningkatan Kepuasan Kerja dan Produktivitas Karyawan Melalui Perspektif Technology Acceptance Model (TAM). *KONSTELASI: Konvergensi Teknologi Dan Sistem Informasi*, 2(1), 13–22. <https://doi.org/10.24002/konstelasi.v2i1.5545>
- Wixom, B. H., Todd, P. A., Wixom, B. H., & Todd, P. A. (2005). *Technology Acceptance A Theoretical Integration of User Satisfaction and*. August 2018. <https://doi.org/10.1287/isre.1050.0042>

- Xu, D. J., Benbasat, I., & Cenfetelli, R. T. (2013). *Integrating Service Quality with System and Information Quality : An Empirical I NTEGRATING S ERVICE Q UALITY WITH S YSTEM AND I NFORMATION Q UALITY : A N E MPIRICAL T EST*. February 2023. <https://doi.org/10.25300/MISQ/2013/37.3.05>
- Yanuar, H. (2025). *IMPLEMENTATION OF CHATBOT IN THE GOVERNMENT SECTOR : ITS IMPACT ON TAXPAYER SATISFACTION WITH DGT*. 5(2), 158–173.