

THE ROLE OF USER SATISFACTION IN INFLUENCING THE QUALITY OF INFORMATION AND SHOPEE CHATBOT SERVICES ON CONTINUATION INTENTION

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ABSTRACT

This study aims to analyze the effect of information quality and service quality of the Shopee chatbot on users' continuance intention with user satisfaction as a mediating variable. This research employed a quantitative approach using primary data collected through questionnaires distributed to 160 Shopee users in Kudus Regency who had used the Shopee chatbot service. The sampling technique used purposive sampling, while data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with SmartPLS software. The results showed that information quality and service quality have a positive and significant effect on continuance intention. In addition, user satisfaction also has a positive and significant effect on continuance intention. Information quality and service quality were proven to significantly influence user satisfaction. Furthermore, user satisfaction was able to mediate the relationship between information quality and service quality on continuance intention. These findings indicate that accurate information, responsive service, and user satisfaction are important factors in increasing users' intention to continuously use the Shopee chatbot service. Therefore, improving chatbot performance through better information quality and service quality can strengthen user loyalty toward digital services.

Keywords: information quality; service quality; user satisfaction; continuance intention, shopee chatbot

INTRODUCTION

The development of information technology in the digital era has transformed the global e-commerce industry landscape, including within the sharia-compliant business ecosystem, which demands efficiency and adherence to the principles of good service. Increasing competition among online shopping platforms is forcing companies to continuously adopt

artificial intelligence-based innovations to maintain their market share.(Maulana et al., 2026) From a business management perspective, the sustainability of a digital platform is no longer solely determined by initial transaction volume, but rather by the company's ability to maintain consumer digital loyalty. Therefore, adopting technologies such as automated chatbots has become a

crucial strategic tool for companies to provide 24/7 customer service without geographical or time constraints (Abdilah et al., 2026).

In Indonesia, the e-commerce industry is dominated by a few major players, with Shopee being one of the platforms with the highest daily user volume, which relies heavily on the efficiency of its digital customer service. The high volume of consumer interaction on the Shopee app triggers a high potential for complaints, questions, and the need for rapid problem resolution, which cannot all be accommodated by human resources. To address these macro challenges, Shopee has implemented a smart chatbot system as the frontline in filtering and responding to user needs instantly and personally. The success of user retention at the micro level within the app is greatly influenced by how chatbot technology is able to represent the company's service values consistently, responsively, and reliably (Zikry et al., 2024).

According to Bhattacharjee (2001) in the Expectation-Confirmation Model (ECM), continuance intention is defined as a user's post-adoption decision to

continue using an information technology in the future (Lutvi et al., 2024). In the context of marketing management and Islamic business, this continuance intention reflects long-term consumer commitment based on trust and the fulfillment of usability expectations from the system used. The continued use of this technology is a key indicator of the efficiency of marketing operational costs, as retaining active users is far more economical than acquiring new ones. The presence of continuance intention also indicates that the digital system adopted by the company has successfully provided sustainable added value to users' economic activities (Putri & Ari, 2022).

On-the-ground phenomena demonstrate that maintaining users' continued engagement with digital services is no easy feat amidst intense e-commerce competition. Shopee, as one of the e-commerce market leaders in Indonesia, faces significant challenges related to fluctuating user loyalty, particularly in the utilization of self-service features like the Shopee chatbot. Many users utilize the chatbot feature only when facing urgent transaction issues but quickly abandon

it or switch to a human operator when a resolution isn't achieved quickly. This behavioral pattern indicates a gap between initial technology adoption and continued commitment to use. This decline in interaction intensity signals that user expectations of virtual assistants are not fully aligned with the reality of the performance they experience during the service process (Yanti et al., 2026).

Based on observations and a preliminary survey conducted on 30 Shopee chatbot users in Kudus Regency, pre-research data showed that 63.3% of respondents expressed doubt and were reluctant to rely on Shopee chatbots as their primary channel for problem resolution in the future. The majority of respondents (56.7%) complained that the answers provided by chatbots were often normative, rigid, and did not directly address the core issues faced. Furthermore, there is a target of 85% customer complaint resolution through chatbot automation set by management, but the realization in the field based on user perceptions in Kudus only reached around 60%. This significant gap between service performance targets and the reality of

user experience is a strong indication of systemic problems in the use of chatbot technology that can threaten users' continued intentions.

Factors influencing continuance intention in digital technology adoption are generally rooted in the quality of system stimuli received by users during the interaction process. Referring to the DeLone and McLean IS Success Model, the primary determinants of an information system's success center on the dimensions of information quality and service quality. When a system is able to present accurate information and responsive service, positive user perceptions will be formed, which then stimulates continued interaction with the system (Rahma et al., 2024).

Information quality, as conceptualized by DeLone and McLean, refers to the extent to which the output of an information system has the characteristics of relevance, accuracy, timeliness, and completeness for users (Nurhayati & Shiddieq, 2025a). The relationship between information quality and continuance intention is based on the premise that high-quality information reduces uncertainty and facilitates efficient economic decision-making. In the

context of the Shopee chatbot, providing clear and accurate information about order status or transaction regulations fosters user confidence. When users perceive the quality of the data presented, they will logically develop a strong tendency to rely on the technology again for subsequent transaction (Amira et al., 2025a).

On the other hand, service quality in digital interactions focuses on the dimensions of responsiveness, system empathy, and the assurance of reliable support provided by the platform to users (Nurhayati & Shiddieq, 2025b). The relationship between service quality and continuance intention is manifested through a smooth interactive experience, where the chatbot is able to provide solutions that are consistent with excellent service. High-quality digital service not only resolves technical issues but also provides a sense of security and respect for e-commerce platform users. If the chatbot's service quality is deemed reliable and able to minimize user time wastage, consumers' psychological barriers will be removed, thereby strengthening their intention to

continue using the platform (Rohali & Paludi, 2024).

In bridging the influence of these two independent variables on continuance intention, user satisfaction serves as a crucial mediating variable. In accordance with Stephen P. Robbins' theory of consumer behavior, which states that satisfaction is a post-consumption affective evaluation, this variable reflects a person's feelings of pleasure or disappointment after comparing a product's performance with their expectations (Priambada & Priyono, 2023). User satisfaction in this study serves as a mediating variable because good information quality and service quality will not automatically trigger continuance intentions without first undergoing a positive emotional evaluation. Users who feel emotionally and rationally satisfied with the chatbot's performance will internalize the experience, thus creating a strong psychological drive to generate continuance intentions (Anigomang et al., 2023).

Research gap in this study is based on the inconsistency of previous research findings regarding the influence of digital service quality on the continuance intention of

information system users. On the one hand, several studies have found that e-service quality has a significant direct effect on continuance intention without being mediated by satisfaction. A study on e-commerce platforms in South Korea found that e-service quality significantly and positively influences continuance intention directly, in addition to influencing user satisfaction and trust (Kim & Yum, 2024a). In line with that, (Masri et al., 2019) in e-tourism research, information system quality has a direct positive relationship with continuance intention and is also directly related to customer satisfaction. Conversely, other research has found that service quality has no significant direct effect and must be mediated by satisfaction (Julio et al., 2023) In their study of LinkAja app users in Bandung City, they concluded that e-service quality did not have a significant positive direct effect on user continuance intention, making the role of satisfaction as a mediator crucial. Similar findings were confirmed by Fitriati and Azizah (2023) in the context of tax e-filing in Indonesia, who confirmed that user satisfaction serves as a mediator between service quality and continuance intention.

These discrepancies in empirical findings are further reinforced by the results of follow-up research, which also show inconsistencies. Park et al. (2024) found that customer satisfaction and e-trust both function as significant mediators in the relationship between e-service quality and continued usage intentions in e-commerce marketplaces. Meanwhile, (Tessema & Cavus, 2024) Using an integrated modeling approach in Scientific Reports, system quality is an important predictor of user satisfaction, which in turn determines the intention to continue using an information system. This condition indicates that the mechanism of the influence of service and information quality on continuation intentions is still a matter of scientific debate, especially whether this influence is direct, partially mediated, or fully mediated by user satisfaction, so it needs to be re-examined in a more specific context.

The urgency of this research lies in its contribution in providing strategic recommendations for e-commerce platform developers to design more humanistic, effective, and service-oriented artificial intelligence systems. Researchers believe this testing is

crucial for aligning technological advancements with business ethics that prioritize information transparency and service excellence. This study aims to examine the extent to which user satisfaction strengthens the relationship between the quality of digital services provided by chatbots and users' continued use of those services in the future.

LITERATUR REVIEW

Sustainable Intentions

In the realm of digital consumer behavior and information systems, the survival of a platform is highly dependent on the intensity of reuse by its consumers, which is conceptually known as continuance intention (Widayani et al., 2023a). Continuance intention reflects a post-purchase or post-adoption decision in which a user chooses to continue utilizing a technology in the future rather than switching to an alternative. The main characteristics of this variable are consistent use, positive recommendations to others, and a refusal to switch to a competitor's platform (Nurhayati & Shiddieq, 2025b).

According to (Ananda & Jamiat, 2021) Continuance intention is a key factor in the long-term success of an information system because retaining users is far more cost-effective than acquiring new users. This concept involves in-depth cognitive and affective evaluations of users after directly interacting with the system or service provided. Measurement of this variable is generally adapted from ECM dimensions, which include future usage continuity, frequency of periodic use, and positive recommendations to other users (Saripudin & Faihaputri, 2021).

Information Quality

Information quality refers to the extent to which data produced by an information technology system has utility value, relevance, and reliability for its users (Rafikasari & Fauzy, 2021). DeLone and McLean's (2003) theory of information systems success states that information quality is a key pillar determining how users respond to and evaluate the performance of a digital system. Quality information should be able to reduce ambiguity and assist users in making decisions quickly and accurately (Nurhayati & Shiddieq, 2025b).

In artificial intelligence-based chatbots, information quality is measured by the virtual assistant's ability to provide valid, up-to-date, easy-to-understand answers that are relevant to the user's complaint. The dimensions used to measure information quality in this study refer to DeLone and McLean's indicators: information accuracy, timeliness of presentation, completeness of content, and relevance of answers (Nurhayati & Shiddieq, 2025b).

Quality of Service

Service quality is defined as the consumer's overall assessment of the excellence and quality of the service provided by the system provider through digital interaction (Lutvi et al., 2024). (Amira et al., 2025) The concept of service management emphasizes that service quality in a modern context must encompass the speed, reliability, and convenience of the system in interacting with humans. When applied to e-service technologies such as chatbots, service quality represents the ability of artificial intelligence systems to replace the role of conventional customer service without compromising the essence of problem-solving. Responsive and user-friendly

service will minimize the effort required by consumers, thereby creating a strong positive impression (Lutvi et al., 2024).

Based on the modification of E-Service Quality aligned with the DeLone and McLean model, the dimensions of chatbot service quality include the robot's responsiveness in replying to messages, 24-hour service availability, system reliability in problem solving, and ease of menu navigation.

User Satisfaction

User satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance of a product or service with their pre-purchase expectations (Ahmad Ali Akbar Ustad Sadali, Nyoman Semadi Antara, 2023). According to Kotler and Keller (2016), satisfaction is a comprehensive affective evaluation formed after consumers experience the direct usefulness of a marketing or operational stimulus. From an information systems perspective, satisfaction acts as an emotional bridge between the technical experience users experience when operating a system and their subsequent behavioral

decisions. Cognitive evaluations of accurate information quality and responsive service quality will be internalized by users into a collective sense of satisfaction (Ismulyaty et al., 2022).

Measurement of user satisfaction in the context of digital services is broken down into several operational dimensions, namely satisfaction with overall system performance, fulfillment of service expectations and a sense of pleasure or comfort during the interaction.

RESEARCH METHOD

This study uses a quantitative approach with the aim of objectively examining the relationship between variables through statistical analysis. The quantitative approach was chosen because this study focuses on measuring the influence of information quality and Shopee chatbot service quality on user continuance intention, with user satisfaction as a mediating variable. Through this approach, researchers can obtain an empirical picture of the causal relationship between the studied variables based on numerical data obtained from respondents. The subjects in this study

were Shopee app users domiciled in Kudus Regency. This study focuses on user perceptions regarding information quality, chatbot service quality, user satisfaction, and continuance intention in using the service.

The data sources used in this study are primary data (Sugiyono, 2021). Primary data was obtained directly from respondents through questionnaires distributed to Shopee users in Kudus Regency. The questionnaire was constructed using a Likert scale to measure respondents' level of agreement with the research variable indicators. The use of primary data aims to ensure that the information obtained is more relevant, up-to-date, and meets the research needs (Sugiyono, 2021).

The population in this study was all Shopee users in Kudus Regency. However, the exact number of Shopee users in Kudus Regency is unknown, making it an infinite population. Therefore, the sampling technique used was purposive sampling. The respondents in this study were residents of Kudus Regency who had used the Shopee chatbot for customer service activities or information searches on the Shopee application. The sample

size was determined using the Ferdinand formula, which multiplies the number of research indicators by 5 to 10. The total number of indicators used in this study was 16 (Sugiyono, 2021), So the calculation of the number of samples is as follows:

$$n = 16 \times 10 = 160$$

Based on these calculations, the sample size used in this study was 160 respondents. This number is considered to meet the minimum requirements for Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) analysis, thus producing better and more representative model estimates (Andaryansu et al., 2022).

Data collection was conducted through the distribution of questionnaires, both in person and online, to respondents who met the research criteria. The questionnaire used a Likert scale with five response levels, ranging from strongly disagree to strongly agree. This technique was chosen because it was considered effective in systematically obtaining data on respondents' perceptions and streamlined the research data processing process (Sugiyono, 2021).

The data analysis technique in this study used the Structural Equation

Modeling (SEM) method based on Partial Least Squares (PLS) with the assistance of SmartPLS software. SEM-PLS analysis was used because it is able to analyze the relationship between latent variables simultaneously and is suitable for use in research with an unknown population. The analysis stages include testing the outer model consisting of validity and reliability tests, as well as testing the inner model to test the hypothesis and the relationship between variables in the study (Sugiyono, 2021).

RESULT AND DISCUSSION

This study aims to analyze the influence of information quality and service quality of Shopee chatbot on user continuance intention with user satisfaction as a mediating variable. In this study, researchers distributed questionnaires to 160 Shopee users in Kudus Regency who had used Shopee chatbot in customer service activities or information searches. This study used a quantitative approach with primary data sources obtained directly from respondents through questionnaires using a Likert scale of 1–5. The sampling technique used a purposive

sampling method with the criteria of Kudus Regency residents who had used Shopee chatbot. Data analysis in this study used the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) with the help of SmartPLS software.

Measurement Model Analysis (Outer Model)

The measurement model, or outer model, shows how each indicator block relates to its latent variable. Evaluation of the measurement model through confirmatory factor analysis uses an approach that tests convergent validity. Reliability testing is conducted in two ways: Composite Reliability.

Convergent Validity

Convergent validity is the factor loading value of a latent variable relative to its indicators. Convergent validity is used to determine the validity of a construct. An indicator is considered valid if the loading factor value is above 0.60 (the original sample value). In this study, there were four variables with 16 indicators.

Table 1 Loading Factor

Variables	Indicator	Mark	Information
Information Quality	KI1	0.8 50	Valid
	KI2	0.8 76	Valid

Quality of Service	KI3	0.8 58	Valid
	KI4	0.8 90	Valid
	KP1	0.8 91	Valid
	KP2	0.8 82	Valid
User Satisfaction	KP3	0.8 69	Valid
	KP4	0.8 57	Valid
	KEP1	0.8 74	Valid
	KEP2	0.8 75	Valid
Sustainable Intentions	KEP3	0.8 46	Valid
	KEP4	0.8 61	Valid
	NB1	0.8 70	Valid
	NB2	0.8 84	Valid
	NB3	0.8 73	Valid
	NB4	0.8 68	Valid

Convergent validity the measurement model can be seen from the correlation between item/instrument scores and their construct scores (loading factors) with the criteria of each instrument's loading factor value > 0.60. Based on data processing, all instruments have loading factor values > 0.60. Therefore, they can be declared valid.

Composite Reliability

After testing the construct validity, the next test is the construct reliability test measured by Composite Reliability (CR) from the indicator

block that measures the CR construct used to display good reliability. A construct is declared reliable if the composite reliability value is > 0.6 . According to Hair et al., (2014) the composite reliability coefficient must be greater than 0.7 although a value of 0.6 is still acceptable. However, the internal consistency test is not absolutely necessary if the construct validity has been met, because a valid construct is a reliable one, conversely a reliable construct is not necessarily valid.

Table 2 Composite Reliability

	<i>Composite Reliability</i>	<i>Rule of Thumb</i>	Conclusion
Information Quality	0.922	0.7	Reliable
Quality of Service	0.929	0.7	Reliable
User Satisfaction	0.922	0.7	Reliable
Sustainable Intentions	0.928	0.7	Reliable

Based on the table above, the results of the composite reliability test show a value > 0.7 , which means that all variables are declared reliable.

Inner Model Analysis

After conducting a model evaluation and finding that each construct meets the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, the

next step is to evaluate the structural model, which includes testing the model fit, f-square, Path Coefficient, and R^2 . Model fit testing is used to determine whether a model fits the data.

R-Square

The inner model (inner relation, structural model, and substantive theory) describes the relationship between latent variables based on substantive theory. The structural model is evaluated using R-square for the dependent construct. The R^2 value can be used to assess the influence of certain endogenous variables and whether exogenous variables have a substantive influence. R^2 results of 0.67, 0.33, and 0.19 indicate that the model is "good," "moderate," and "weak," respectively.

Table 3 R-Square

	R Square	R Square Adjusted
User Satisfaction	0.837	0.835
Sustainable Intentions	0.863	0.860

Based on the results of the R-Square test in Table 3, the R-Square value of the User Satisfaction variable is 0.837. This value indicates that the information quality and service quality variables are able to explain the user satisfaction variable by 83.7%, while the remaining 16.3% is explained by

other variables outside the study. Furthermore, the R-Square value of the Continuation Intention variable is 0.863, which means that the information quality, service quality, and user satisfaction variables are able to explain the user's continuance intention by 86.3%, while the remaining 13.7% is influenced by other variables outside the research model. Based on the R-Square criteria, both values are included in the good or strong category because they are above 0.67.

F-Square

This f-square test is conducted to determine the goodness-of-fit of the model. F-square values of 0.02, 0.15, and 0.35 can be interpreted as indicating whether the latent variable predictor has a weak, medium, or large influence at the structural level.

Table 4 F-Square

Variables	<i>F-Square</i>	Interpretation
Information Quality	0.211	Medium
Quality of Service	0.066	Weak
User Satisfaction	0.159	Medium

Based on the f-square test results in Table 4, it is known that the Information Quality variable has an f-square value of 0.211 which is included in the medium category, thus indicating

that Information Quality has a moderate influence on the structural model. The Service Quality variable obtained an f-square value of 0.066 which is included in the weak category, so the influence given to the structural model is relatively small. Meanwhile, the User Satisfaction variable has an f-square value of 0.159 which is in the medium category, thus indicating that User Satisfaction has a moderate influence on the structural model in this study.

Hypothesis Testing

Based on the data processing, the results can be used to answer the hypothesis in this study by examining statistics and P-values. The hypothesis is accepted if the P-value is <0.05 . In this study, there are direct and indirect influences because there are independent variables, dependent variables, and mediating variables. In the smartPLS program, the results of the hypothesis test can be seen through the Path Coefficient Bootstrapping Technique as follows:

Direct Effect Testing

The direct influence in this study proposed four hypotheses. Hypothesis testing used bootstrapping analysis techniques. Through the t-statistic results obtained, a significant level of influence between the independent variable and the dependent variable can be obtained. If the t-statistic value is > 1.967 (t-table significance of 5%), then the influence is significant. Furthermore, through the results of the P Value obtained, if the P Value for each variable is < 0.05 , then H_0 is rejected. A positive influence can be seen through the Original Sample. The summary results of the direct influence test are as follows:

Table 5 Results of Direct Effect Test

	T Statistic	P Value
Information Quality - > Sustainability Intention	6,668	0.000
Quality of Service -> Sustainable Intention	3,480	0.001
User Satisfaction -> Continuation Intention	5,520	0.000
Information Quality - > User Satisfaction	6,621	0.000
Service Quality -> User Satisfaction	8,320	0.000

Based on the results of the direct influence test in Table 5, it is known that the Information Quality variable has a significant effect on Continuity

Intention with a t-statistic value of 6.668 and p-values of 0.000. The Service Quality variable also has a significant effect on Continuity Intention with a t-statistic value of 3.480 and p-values of 0.001. Furthermore, the User Satisfaction variable has a significant effect on Continuity Intention with a t-statistic value of 5.520 and p-values of 0.000. In other relationships, the Information Quality variable has a significant effect on User Satisfaction with a t-statistic value of 6.621 and p-values of 0.000, while the Service Quality variable has a significant effect on User Satisfaction with a t-statistic value of 8.320 and p-values of 0.000. Based on these results, all direct influence hypotheses in this study were declared accepted because they had t-statistics values > 1.967 and p-values < 0.05 .

Indirect Effect Testing

Testing the indirect effects of herding, overconfidence, and risk tolerance on investment decisions, with financial literacy as a moderating variable. The analysis results can be seen from the indirect effects of the bootstrapping technique. The summary results are as follows:

Table 6 Indirect Effect Test Results

	T Statis tics	P Value s
Information Quality -> User Satisfaction -> Continuation Intention	4,373	0.000
Service Quality -> User Satisfaction -> Continuation Intention	4,438	0.000

Based on the results of the indirect effect test in Table 6, it is known that the Information Quality variable has a significant effect on Continuation Intention through User Satisfaction with a t-statistic value of 4.373 and p-values of 0.000. Furthermore, the Service Quality variable also has a significant effect on Continuation Intention through User Satisfaction with a t-statistic value of 4.438 and p-values of 0.000. These results indicate that User Satisfaction is able to mediate the relationship between Information Quality and Service Quality on Continuation Intention of Shopee chatbot users. Because all t-statistic values > 1.967 and p-values < 0.05 , the hypothesis of indirect influence in this study is declared accepted.

Discussion

The Influence of Information Quality on Continuance Intention

The first hypothesis states that Information Quality has a positive and

significant effect on the Continuation Intention of Shopee chatbot users. The T-statistic value of $6.668 > 1.96$ and a significance value of $0.000 < 0.05$ indicate that the first hypothesis is accepted. This indicates that the better the quality of information provided by the Shopee chatbot, the higher the user's intention to continue using the service in the future. Information quality reflects the chatbot's ability to provide accurate, relevant, complete, and timely information according to user needs. Quality information will help users obtain answers that suit their needs, thereby increasing trust and comfort in using the Shopee chatbot. This condition indicates that information quality is an important factor that can increase the continued use of chatbot services. In line with research by (Lutvi et al., 2024) shows that information quality influences continuance intention.

Information quality plays a crucial role in shaping positive user perceptions of Shopee's chatbot service. Information that is easy to understand and tailored to user needs can help users resolve issues more effectively and efficiently. When a chatbot provides accurate information,

users will find it helpful in searching for information and resolving issues within the Shopee app. This positive experience will encourage users to return to the Shopee chatbot in the future. Therefore, good information quality can increase users' continued use of the Shopee chatbot service.

The Influence of Service Quality on Continuance Intention

The second hypothesis states that Service Quality has a positive and significant effect on the Continuation Intention of Shopee chatbot users. The T-statistic value of $3.480 > 1.96$ and a significance value of $0.001 < 0.05$ indicate that the second hypothesis is accepted. This indicates that the better the service quality provided by the Shopee chatbot, the higher the user's intention to continue using the service. Service quality reflects the chatbot's ability to provide fast, responsive, easy-to-use service, and be able to help users solve problems effectively. Good service will provide a positive experience for users, thereby increasing their comfort in using the Shopee chatbot. This condition indicates that service quality is an important factor in increasing the intention to continue using the chatbot

service. In line with the study (Kim and Yum, 2024) on e-commerce platforms in South Korea found that e-service quality significantly and positively influences continuous usage intention directly, in addition to also influencing user satisfaction and trust.

Good service quality can create a positive relationship between users and Shopee's chatbot service. Users tend to feel satisfied and comfortable when the chatbot can respond quickly and help resolve their issues. Furthermore, ease of use and 24/7 availability also add value to users' use of the Shopee chatbot. A good service experience will create a positive perception, leading to users' desire to continue using the service in the future. Therefore, optimal service quality can increase users' continued intention to use the Shopee chatbot (Lutvi et al., 2024).

The Influence of User Satisfaction on Continuation Intention

The third hypothesis states that User Satisfaction has a positive and significant effect on the Continuation Intention of Shopee chatbot users. The T-statistic value of $5.520 > 1.96$ and a significance value of $0.000 < 0.05$ indicate that the third hypothesis is accepted. This indicates that the higher

the level of user satisfaction with the Shopee chatbot, the higher the user's intention to continue using the service in the future. User satisfaction is a form of user evaluation after comparing expectations with the experience obtained when using the Shopee chatbot. Satisfied users will have a positive experience with the service used. This condition indicates that user satisfaction is an important factor in increasing the intention to continue using the chatbot service.

User satisfaction can be achieved when a chatbot service optimally meets user needs and expectations. Satisfied users tend to feel trust and comfort in using Shopee's chatbot service to assist with customer service activities and information searches (Widayani et al., 2023b). Furthermore, a pleasant user experience can encourage users to continue using the service and recommend it to others. A positive user experience will foster loyalty to the Shopee chatbot service. Therefore, the higher the level of user satisfaction, the higher the user's continued intention to use the Shopee chatbot.

The Influence of Information Quality on User Satisfaction

The fourth hypothesis states that Information Quality has a positive and significant effect on Shopee chatbot User Satisfaction. The T-statistic value of $6.621 > 1.96$ and a significance value of $0.000 < 0.05$ indicate that the fourth hypothesis is accepted. This indicates that the better the quality of information provided by the Shopee chatbot, the higher the level of user satisfaction. Information quality reflects the chatbot's ability to present information that is accurate, relevant, complete, and easy to understand by users. Information that is in accordance with user needs will help users obtain solutions quickly and accurately. This condition indicates that information quality plays a significant role in creating user satisfaction with Shopee chatbot services.

Good quality information can provide a more effective and efficient user experience for Shopee chatbot users. Users will feel satisfied when the information provided by the chatbot answers questions and helps resolve issues. Furthermore, accurate and complete information can also increase user trust in the Shopee chatbot service

(Laela et al., 2023) A positive experience in obtaining information will shape a positive perception of the quality of the chatbot service. Therefore, the better the quality of the information provided, the higher the satisfaction level of Shopee chatbot users.

The Influence of Service Quality on User Satisfaction

The fifth hypothesis states that Service Quality has a positive and significant effect on Shopee chatbot User Satisfaction. The T-statistic value of $8.320 > 1.96$ and a significance value of $0.000 < 0.05$ indicate that the fifth hypothesis is accepted. This indicates that the better the service quality of the Shopee chatbot, the higher the level of user satisfaction. Service quality reflects the chatbot's ability to provide fast, responsive, easy-to-use service, and be able to assist users in solving problems. Good service will provide a positive experience so that users feel comfortable using the Shopee chatbot. This condition indicates that service quality is one of the main factors in increasing user satisfaction.

Optimal service quality can create a pleasant user experience for Shopee chatbot users. Users tend to be

satisfied when the chatbot can provide quick responses and effectively address their needs. Furthermore, ease of use and 24/7 service access also make it easy for users to obtain assistance whenever they need it. A good service experience will shape a positive perception of the quality of Shopee chatbot service. Therefore, the better the service quality, the higher the satisfaction level of Shopee chatbot users.

The Influence of Information Quality on Continuance Intention through User Satisfaction

The results of the indirect effect test show that Information Quality has a positive and significant effect on Continuance Intention through User Satisfaction with a T-statistic value of $4.373 > 1.96$ and a significance value of $0.000 < 0.05$. These results indicate that User Satisfaction is able to mediate the relationship between Information Quality and Continuance Intention of Shopee chatbot users. Good information quality will increase user satisfaction because users feel the information provided by the chatbot is in accordance with their needs and expectations. This satisfaction then encourages users to continue using the

Shopee chatbot in the future. This condition shows that user satisfaction has an important role in strengthening the relationship between information quality and user continuance intention.

Accurate, relevant, complete, and timely information can create a positive user experience for Shopee chatbot users. Users who are satisfied with the quality of information will feel confident and comfortable using the chatbot to assist them with their activities. Furthermore, a positive user experience can also increase loyalty and a desire to continue using Shopee chatbot services. User satisfaction is a factor that can strengthen the influence of information quality on continued usage intentions. Therefore, the better the quality of information provided by the chatbot, the higher the user satisfaction and the higher the continued usage intentions of Shopee chatbot users.

The Influence of Service Quality on Continuation Intention through User Satisfaction

The results of the indirect effect test indicate that Service Quality has a positive and significant effect on Continuance Intention through User Satisfaction with a T-statistic value of

$4.438 > 1.96$ and a significance value of $0.000 < 0.05$. These results indicate that User Satisfaction is able to mediate the relationship between Service Quality and Continuance Intention of Shopee chatbot users. Good service quality will increase user satisfaction because users feel they receive fast, responsive, and easy-to-use service. This satisfaction then encourages users to continue using the Shopee chatbot in customer service activities and information searches. This condition indicates that user satisfaction has an important role in strengthening the relationship between service quality and user continuance intention. The findings are in line with the research of Fitriati and Azizah (2023) in the context of tax e-filing in Indonesia, which confirms that user satisfaction functions as a mediator between service quality and continuance intention.

Optimal chatbot service can provide a more comfortable and enjoyable user experience for Shopee users. Users who are satisfied with the chatbot's service are more likely to continue using it in the future. Furthermore, fast service and the ability to resolve user issues can also increase trust in the

quality of Shopee's chatbot service. Positive user experiences foster loyalty and continued use of the service. Therefore, the better the quality of service provided by the chatbot, the higher the user satisfaction and the higher the intention to continue using the Shopee chatbot.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the quality of information and service quality have a positive and significant effect on the continuance intention of Shopee chatbot users. In addition, user satisfaction also has a positive and significant effect on user continuance intention. The results of the study indicate that the better the quality of information provided by the Shopee chatbot, such as accurate, relevant, complete, and timely information, and the better the quality of service provided, such as fast, responsive, and easy-to-use service, the higher the level of user satisfaction and intention to continue using the Shopee chatbot service in the future. This study also proves that user satisfaction is able to mediate the influence of information

quality and service quality on the continuance intention of Shopee chatbot users, so that user satisfaction is an important factor in strengthening the continued use of chatbot services.

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