

The Influence of Service Quality, Perceived Value, And Performance Expectancy on Loyalty Through the Mediating Role of Chatbot Trust (Study on E-Commerce Users in Semarang City)

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Abstract

The rapid development of digital technology has transformed how companies deliver services, particularly through chatbots in e-commerce. These tools aim to improve efficiency and user experience; yet, nearly 60% of users report dissatisfaction due to unhelpful or irrelevant responses, which weakens trust. This study examines the influence of service quality, perceived value, and performance expectancy on customer loyalty, with chatbot trust acting as a mediating variable. Using a quantitative method, data were collected through questionnaires distributed to 100 participants who were purposively selected. Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach was applied using SmartPLS 4 software. Results reveal that while performance expectancy does not directly affect loyalty, service quality, perceived value, and chatbot trust significantly enhance it. Furthermore, chatbot trust plays a crucial mediating role in connecting the three predictor variables to loyalty. These findings underscore the significance of establishing trust in chatbots to foster long-term customer relationships.

Keywords: Service quality, Perceived value, Performance expectancy, Chatbot trust, Loyalty