

Factors That Affect User Satisfaction of Using E-Commerce Chatbot: A Study on Generation Z

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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. There are various past researches which focus on the topic of chatbot. However, the past researches are restricted by several factors such as location, industry, and respondent. Therefore, this research will focus on a brand-new location, which is Malaysia. The newly targeted industry and respondent will be e-commerce industry and Generation Z respectively. The objective of this study is to investigate the factors that affect user satisfaction of using e-commerce chatbot. This research utilizes both Information System Success Model (ISSM) and Technology Acceptance Model (TAM) in order to provide theoretical foundation to this research. It's aimed to contribute new insight by combining the two models in order to test the relationship between the variables with the user satisfaction of using e-commerce chatbot. The variables that are derived from ISSM are system quality, information quality, and service quality; while the variables that are derived from TAM are perceived ease of use and perceived usefulness. The data collection method for this research is through questionnaire while the sampling method is convenience sampling. For data analysis and measurements, reliability test, descriptive and frequency distribution, and multiple linear regression were used for the purpose of this research. In terms of the research outcomes, three independent variables that are proven to have significant relationship with the dependent variable are system quality, information quality, and perceived usefulness; while service quality and perceived ease of use are proven to have no significant relationship with the dependent variable. This research is able to create new insights and provide more information to the future researchers. Moreover, it is also able to deepen the understanding of chatbot developers especially in modifying and innovating the chatbots from time to time so that they are able to meet the users' expectations. Last but not least, this research is able to provide information regarding ways to improve electronic customer relationship management (e-CRM) to the functional area of the organizations so that they can have a better understanding on the ways to improve customers' satisfaction through the e-commerce platform. Purpose of this document is to provide a consistent format for full papers appearing in the conference proceedings and journal. The publisher strongly encourages the authors to use the full paper template when preparing the article. This document also provides guidelines to the authors for submission of full paper for publication.*

Keywords: User Satisfaction, E-Commerce, Chatbot, E-Commerce Chatbot

1. Introduction

According to Vladimir (1996), electronic commerce (e-commerce) is “sharing of business information, maintaining business relationships, and conducting business transactions by means of telecommunication networks”. In other words, e-commerce can be defined in a simpler way as the act of buying and selling goods online. From customer’s perspective, it might be risky to buy things online since they cannot see and touch the physical product before they purchase it. Therefore, in order to increase the potential customers’ trust and confidence level, online businesses will tend to improve their electronic customer relationship management (e-CRM) so that they are able to give a good impression to their customers. By having an efficient electronic customer relationship management system, it can help the customers to solve their doubts and problems before and after purchasing the product online. One of the most familiar e-CRM communication tools is live chat or also known as “online chat”. It enables the customers to communicate in real-time with the business. However, the live chat system has its downside where it needs a real person to be in-charge of the communication process with the customers. Moreover, it does not offer 24 hours’ system availability, and this has caused frustration in some of the customers as they cannot get the information and feedback immediately. On the other hand, it also caused the business to incurred more costs as the live chat system needs more employees so that it can solve the problems of the customers in a rapid and responsive manner. Therefore, these disadvantages of the live chat system can be solved with the recent industrial revolution, which is known as Industry 4.0.

Industry 4.0 emphasizes on the humanization of technology, where it gives focuses on Internet of Things (IoT) and Artificial Intelligence (AI). Humanization of technology is able to reduce the mistakes done by human workforce and it is able to help the businesses to cut down the unnecessary costs. One of the examples of humanization of technology is “chatbot”, or we call it as “chat robot”. At the early stage, chatbot is only used to solve frequently-asked-questions (FAQ) by the customers. However, as the e-commerce industry grows rapidly, and when the live chat system is not able to handle all the customers’ requests and questions anymore, chatbot is then modified into a more advanced phase. Chatbot that is used in today’s world is more humanize since it can provide engagement with the customers by chatting to them without the restrictions of time and location. In Malaysia, the usage of chatbot can be seen widely in the Facebook Messenger app. Recently, there are many small and medium businesses in Malaysia that are using the Facebook Messenger Chatbot to keep in touch and respond to the enquiries of the customers. For example, GDEX, a courier service in Malaysia, uses its Messenger chatbot to engage with the customers in parcel-related matters. In addition, CIMB bank in Malaysia also launched its chatbot which named EVA in order to solve the customers’ banking-related enquiries. Furthermore, Malaysia Airlines also launched its new chatbot named Amadeus chatbot which serves through the platform named MHchat, where it provides a simpler way for the clients to book for flight tickets, create a secure payment, and verify travel iteration.

In Malaysia, e-commerce is considered as an important industry which contributes to the economic growth of the country. For instance, according to statista.com (2019), the revenue of Malaysia in the e-commerce industry reaches US\$ 3,681 million in year 2019. It is expected to reach US\$ 5,751 million by year 2023 with an annual growth rate of 11.8%. From these statistics, we can conclude that the development of e-commerce in Malaysia is dynamic and progressive. Therefore, this industry should be looked into by the nation so that it can develop in a better way, which can eventually lead to the brighter future of the country. Hence, this

research aims to investigate the factors that affect user satisfaction of using e-commerce chatbot where it will focus mainly on Generation Z. The research outcomes are hoped to contribute more to the e-commerce industry and chatbot developers as well. Hence, the research objectives are stated as below:

RO1: To investigate the significant relationship between system quality and user satisfaction of using e-commerce chatbot.

RO2: To investigate the significant relationship between information quality and user satisfaction of using e-commerce chatbot.

RO3: To investigate the significant relationship between service quality and user satisfaction of using e-commerce chatbot.

RO4: To investigate the significant relationship between perceived ease of use and user satisfaction of using e-commerce chatbot.

RO5: To investigate the significant relationship between perceived usefulness and user satisfaction of using e-commerce chatbot.

2. Literature Review

The emerge of internet has created a lot of development opportunities for various sectors within the countries in all over the world. One of the sectors which benefits and receives impact the most from the usage of internet is the business industry. As a result of utilizing internet in the business sector, it has actually created an opportunity for the sector to perform in a brand-new way, which is through the electronic commerce system, or we often called it as e-commerce. According to Zwass (1996), it is stated that internet is said to be the primary driver of contemporary e-commerce. The adoption and utilization of internet and information technology is expected to bring enhancement on the performance of the firms. For instance, it can help to reduce unnecessary transaction costs and strengthen the bonding and economic activities between the firm and its business partners (Malone, Thomas, Yates, & Benjamin, 1987; Mukhopadhyay, Sudras, Kekre, & Kalathur, 1995).

Since electronic commerce has becoming a trending issue in the world, it has created consciousness among the people from all over the world. There are more and more researchers and scholars investigate further into this topic. However, there is no specific definition for electronic commerce until today. For instance, electronic commerce can be defined as “the process of sharing business information, maintaining business relationships, and conducting business transactions by means of telecommunications networks” (Zwass, 1996). On the other hand, according to Clarke (1999), electronic commerce is defined as “the conduct of commerce in goods and services, with the assistance of telecommunication and telecommunication-based tools”. Allison (2013) also defines electronic commerce as “the electronic contracting for the exchange of value through the use of computing and communication technology”. Furthermore, according to Coppel (2000), electronic commerce can be defined as “doing business over the internet, selling goods and services which are delivered offline as well as products which can be digitalized and delivered online, such as computer software”. Therefore, according to the definitions that are mentioned previously, generally, we can conclude electronic commerce as “the process of business transactions which include the buying and selling of goods and services, and the maintaining of relationships with the business partners and customers through electronic system”.

In the perspective of ensuring the success of e-commerce, maintaining a good relationship with the customers is an important responsibility for all online businesses. This is because before

purchasing the product, the customers are unable to touch and evaluate the physical product. Therefore, it is very important for the business to set up a platform for communicating and maintaining contact with the customers before and after sales. The first online communication platform for e-commerce is known as live chat. Live chat was first introduced by Jeremie Miller in 1998, where he announced the existence of Jabber, which is an open technology for instant messaging and presence (Pawlewicz, 2019). The Jabber technology has managed to boost the performance of the subsequent live chat companies such as GTalk and Olark where they built on their live chat system by using the Jabber technology (Pawlewicz, 2019). According to Elmorshidy, Mostafa, Moughrabi, & Mezen (2015), live chat may refer to “any kind of communication over the internet which offers an instantaneous transmission of text-based messages from sender to receiver”. Although the live chat system seems like having many advantages for e-commerce, however, as time goes by, people realized that it has its downsides. According to Hazelton (2019), the companies that practice the live chat system are often required to incur additional costs especially staffing costs. This is because there must be salaries paid to the staff which are in charge of the live chat no matter, they are answering the requests and questions of the customers or not. Moreover, Hazelton (2019) also stated that a delay in response by the staff of live chat would cause the page visitors to leave with frustration. Therefore, all these disadvantages of live chat have brought up the evolution where chatbots are being created in order to solve this issue.

Chatbot can be defined as an AI tool that interacts with consumers through a chat option and provides shopping information related to online and brick and mortar store (Carayannopoulos, 2018). Moreover, according to Atwell & Shawar (2007), chatbots are computer programs that interact with users using natural languages. Furthermore, Frankenfield (2019) defines chatbot as an AI feature that can be embedded and used through various messaging applications and it is also a computer program that stimulates human conversation through voice commands or text chats or both. Nowadays, chatbot is getting more and more famous and it is very favorable for e-commerce to engage with the customers in real time. According to a report released by Malaysian Communications and Multimedia Commission (MCMC) in year 2018, there are 97.3% of social networking users (out of 24.6 million user) prefer to use the Facebook app the most. On the other hand, for communication app, there are 55.6% of users (out of 27.8 million users) prefer to use Facebook Messenger compared to other communication app such as WeChat, Skype, and Line. Apart from that, the adoption of chatbot is also very significant in the United States. According to Hazelton (2019), there are approximately 70% of Americans use Facebook. Facebook Messenger has about 1.3 billion users and therefore it is the most trending messaging app that allows tremendous development in the e-commerce sector. For instance, successful businesses such as Spotify, Sephora, Lego, and Fandango use Messenger chatbot to interact with their visitors and guide them to purchase pages (Hazelton, 2019).

2.1 User Satisfaction

User satisfaction can be defined as “the user’s psychological or affective state resulting from a cognitive appraisal of disconfirmation” (Bhattacharjee, 2001). In addition, according to the research by Bailey & Pearson (1983); and Doll & Torkzadeh (1988), user satisfaction is defined as “the outcome of emotional responses to system attributes”. User satisfaction can also be defined as “the extent to which users believe the information systems are available to meet their information requirements” (Ives, Olson, & Baroudi, 1983). In technology context, user satisfaction can be linked to the usage in information systems. In this modern era, technology has helped human to simplify most of the complicated works. In order to improve and elevate the level of advancement of the technology, we tend to measure the level of acceptance of the technology by using “user satisfaction” indicator. This is because user satisfaction is the most

effective way to measure the success level of an information system because it includes “responsiveness”, “assurance”, and “empathy” (DeLone & McLean, 2003). Seddon & Kiew (1994) also stated that user satisfaction may be the best indicator to measure the success of an information system. Furthermore, according to Cyert & March (1963), it is suggested that if an information system is able to meet the expectations of the users, it will increase the user satisfaction on the information system.

2.2 System Quality

According to DeLone & McLean (1992), system quality is able to measure the success of an information system under consideration. The word “system” itself can be defined as “a set of interrelated components, with a clearly defined boundary, working together to achieve a common set of objectives by accepting inputs and producing outputs in an organized transformation process” (O’Brien & Marakas, 2007). On the other hand, Hardcastle (2011) defined system as “a collection of components that work together towards a common goal. In other words, the objective of a system is to receive inputs and transform those inputs into outputs efficiently”. According to DeLone & McLean (1992), system quality is the measure of the information processing system itself. System quality has a few desirable characteristics, which include “system flexibility”, “ease of learning”, “ease of use”, “sophistication”, “system reliability”, “intuitiveness”, and “response time” (Petter, DeLone & McLean, 2008). In addition, Oostenbrink (2015) highlighted that system quality can be measured by observing the “response time”, “usability”, “reliability”, “adaptability”, and “availability” of the information system under consideration. System quality is very important for an information system because it can ensure the user to have consistency in using the system. This can create opportunity for the businesses to communicate with the customers in a more efficient way, and it can also strengthen the engagement with the customers.

2.3 Information Quality

DeLone & McLean (1992) defined information quality as “the measure of information system output”. According to DeLone & McLean (1992), information quality is able to measure the success of technology in the semantic perspective. The information that is presented to the user of the technology must be accurate, timely, and relevant (Clikeman, 1999). The failure to present information which does not fulfil the good characteristics will give impact on the organization’s performance such as lower the overall organization performance by increasing the cost of operation and maintenance (Swanson, 1997). The first good characteristic of information is from the accuracy perspective. Accuracy can be defined as “how accurate is the information or how much error does it contain” (Belle, Eccles, & Nash, 2001). The second good characteristic of information can be seen from the perspective of timeliness. Timeliness can be defined as “the extent to which the information is sufficiently up-to-date for the task at hand” (Kahn, Strong, & Wang, 2002). The third characteristic of information is it must be relevant. Belle et al. (2001) defined relevance as “how pertinent is the information to the question”. By referring to the definitions that are stated above, information quality is crucial in ensuring the feasibility of the information system especially those systems that are used to provide information for the users. This is because if the users can understand the content of the information, they can solve their problems and doubts easily. A system with good information quality is also very important because it is able to reduce the misunderstanding and misinterpretation of the system users.

2.4 Service Quality

Service quality was added to the updated version of Information System Success Model in 2003. The reason why service quality was added to the initial IS model is because DeLone &

McLean (2003) proposed that it is important especially towards the emergence of end-user computing in the 1980s. According to DeLone & McLean (2003), service quality can be defined as “the quality of the support that the users of the system can receive from the system provider”. According to the Information System Success Model, service quality includes a few dimensions, which are “responsiveness”, “assurance”, and “empathy”. Gorla, Somers, & Wong (2010) have defined responsiveness, assurance, and empathy. Responsiveness was defined as “the prompt provision of services that is given to the consumer by the information system (IS) provider”. Furthermore, assurance was explained as “the need of information system (IS) to provide and maintain service experts who can solve users’ problem by communicate professionally to them”. Besides that, empathy was defined as “the ability of the information system (IS) provider to understand the users’ needs and wants and is able to keep their interest at heart”. A good service quality is able to improve the business performance by ensuring customer loyalty. Service quality is important to the business especially in the perspective of pre-sales and post-sales service. In the perspective of pre-sales support, a system which has good service quality can enhance the sales process, where it is able to provide solutions to the customers’ doubts and questions and finally lead to successful sales. On the other hand, in the perspective of post-sales support, a system with good service quality is able to provide favorable solutions to the customers which have problems after purchasing the products or services. Therefore, it is very important for the chatbot to have high service quality where it can be empathy to the customers by knowing their preferences, needs, and wants.

2.5 Perceived Ease of Use

Perceived ease of use will affect the user’s attitude and will eventually lead to the intention to use a certain technology. Technology Acceptance Model was developed by Davis in year 1989. According to Davis (1989), perceived ease of use can be defined as “the degree to which a prospective user expects the target system to be free of effort”. On the other hand, Venkatesh (2000) clarified perceived ease of use as “the individual’s perception of how easy the innovation is to learn and to use”. In addition, perceived ease of use can also be referred as “the users’ perception of whether performing a particular technical task would require a mental effort on his or her part” (Ajzen & Fishbein, 1980; Rouibah et al., 2011). Moreover, Morosan (2012) interpreted perceived ease of use as “the situation where users may adapt their behaviour to the new technology if they perceive it to be easy”. Based on the definitions that are stated above, the factor of “perceived ease of use” is able to determine the adoption and intention to use a certain system by the users. According to Davis (1992), a system which promotes ease of use is considered as a useful system. A useful system is able to trigger the intrinsic motives of the users to use the system. Nowadays, the tremendous spread of the advancement of technology has changed almost how every single thing works in our lives. Therefore, a system which provides ease of use for the users will have the potential and opportunity to attract the users to use the system. When a system is easy to use, it is able to reduce the difficulties and troubles among the system users. Therefore, the chatbot system should be easy to use so that there are more and more people are willing to use and engage with it in the e-commerce realm.

2.6 Perceived Usefulness

According to Davis (1989), perceived usefulness can be defined as “the prospective user’s subjective probability that using a specific application system will enhance his or her job or life performance”. On the other hand, Rouibah et al. (2011) and Ajzen (1991) defined perceived usefulness as “the extent to which target customers believe that using IT will create significant value for them”. Perceived usefulness can also be explained as “the degree to which a user believes that using a particular system would enhance his or her job performance, which also positively impacts on the user’s intention to use the system” (Chen et al., 2007; Ajzen, 1991).

Furthermore, Davis, Bagozzi, & Warshaw (1992) defined perceived usefulness as the “consumers’ perceptions regarding the outcome of an experience”. Based on the definitions that are stated above, generally, perceived usefulness can be explained as how effective and efficient for a system to help to solve the problems of the users. According to Detlor, Hupfer, Ruhi, & Zhao (2013), other than perceived ease of use, perceived usefulness is another significant factor that will affect the initial and continued stage of using a system. If the users perceive that the system is easy to use and can help them to solve their problems in an efficient manner, they will definitely have the intention to use the system. After they have used the system, they will feel satisfied and have the intention to continue to use the system. Furthermore, according to Revels, Tojib, & Tsarenko (2010), perceived usefulness is said to be one of the fundamental forerunner of innovation stage. In this modern era, there are more and more innovative and creative technology emerge in the world. Therefore, the new technology must have the element and characteristic of perceived usefulness so that it can serve the technology users in a better way by helping them to improve the job and life performance. In terms of chatbot, its task is to serve the customers by giving proper information to them so that it can help to solve the problems of the customers.

2.7 Research Hypotheses

Figure 1 shows the research framework of this study. The variables that are derived from ISSM model are system quality, information quality, and service quality; while the variables that are derived from TAM model are perceived ease of use and perceived usefulness. Based on Figure 1, the conceptual framework of factors affecting user satisfaction of using e-commerce chatbot among Generation Z is shown. Five hypotheses were generated as below:

H1: There is a significant relationship between system quality and user satisfaction of using e-commerce chatbot.

H2: There is a significant relationship between information quality and user satisfaction of using e-commerce chatbot.

H3: There is a significant relationship between service quality and user satisfaction of using e-commerce chatbot.

H4: There is a significant relationship between perceived ease of use and user satisfaction of using e-commerce chatbot.

H5: There is a significant relationship between perceived usefulness and user satisfaction of using e-commerce chatbot.



Figure 1: Research Framework

3. Method

This study covers the distribution of questionnaires, collection of data, analyses of data and reporting of the final result and findings. The collection of data is conducted through both face to face and online method. In this research, 150 sets of questionnaires were being distributed and collected. The questionnaire items were adopted from studies written by Trivedi (2019), Brown & Jayakody (2008), Muslim (2014), Van Eeuwen (2017), and Lim & Ting (2012). The data that were collected from the completed questionnaire were being analyzed using the SPSS software in order to achieve the research objectives.

4. Findings

4.1 Assessment of Reliability

Table 1: Reliability Test

Variables	Cronbach's Alpha	Number of Items
System Quality	0.940	4
Information Quality	0.887	4
Service Quality	0.860	4
Perceived Ease of Use	0.851	4
Perceived Usefulness	0.803	4
User Satisfaction	0.944	6

Table 1 demonstrates the Cronbach's Alpha value for each of the variables in this study. According to Table 1, the construct which has the most noteworthy Cronbach's Alpha value is User Satisfaction, 0.944 and the lowest Cronbach's alpha value is Perceived Usefulness, 0.803. Table 1 also concludes that all of the variables tested are considered as reliable, as the Cronbach's Alpha value is above 0.7 (Sekaran, 2003).

4.2 The Profile of Respondents

Table 2: Demographic Profiles

Criteria	Category	Frequency	Percentage (%)
Gender	Male	64	42.7
	Female	86	57.3
Race	Malay	23	15.3
	Chinese	105	70.0
	Indian	22	15.7
	Others	0	0.0
Education Level	No formal education	0	0.0
	Primary School (UPSR)	0	0.0
	Secondary School (PMR/SPM/STPM)	19	12.7
	Diploma	31	20.7
	Degree	100	66.7
	Master/PhD	0	0.0
Employment Status	Employed full-time	23	15.3
	Employed part-time	6	4.0
	Student	121	80.7

Based on Table 2, out of the 150 respondents, 42.7% (64 respondents) are male and the remaining 57.3% (86 respondents) are female. Majority of the respondents are Chinese, which occupy 70.0% (105 respondents) of the total respondents. For education level, most of the respondents are in degree level, where it takes up 66.7% (100 respondents) of the total respondents. Last but not least, majority of the respondents are student, which is also equivalent to 80.7% (121 respondents) of the total number of respondents.

4.3 General Questions

Table 3: General Questions on E-Commerce Chatbot

General Questions	Category	Frequency	Percentage (%)
1. My first impression on e-commerce chatbot is positive.	Yes	141	94.0
	No	9	6.0
	Total	150	100%
2. I feel more comfortable interacting with e-commerce chatbot rather than real human agent.	Yes	100	66.7
	No	50	33.3
	Total	150	100%
3. E-commerce chatbot is a useful tool in enhancing the communication process between the business entities and customers.	Yes	137	91.3
	No	13	8.7
	Total	150	100%

Table 3 shows that majority of the respondents, which is 141 respondents (94.0%) out of 150 respondents agree that their first impression on e-commerce chatbot is positive. There are only 9 respondents (6.0%) who are disagree with the statement of their first impression on e-commerce chatbot is positive. For General Question 2, out of the 150 respondents, there are 100 respondents (66.7%) agree that they feel more comfortable interacting with e-commerce chatbot rather than real human agent. For General Question 3, majority of the respondents, which are 137 respondents (91.3%) agree that e-commerce chatbot is a useful tool in enhancing the communication process between the business entities and customers.

4.4 Hypothesis Testing

According to Table 4, all constructs have significant value less than 0.05 except Service Quality (0.421) and Perceived Ease of Use (0.077). Table 4 indicates that System Quality, Information Quality, and Perceived Usefulness have significant relationship with the dependent variable (User Satisfaction of Using E-Commerce Chatbot), while Service Quality and Perceived Ease of Use have no significant relationship with the dependent variable (User Satisfaction of Using E-Commerce Chatbot). System Quality is identified as the most important factor which influences user satisfaction of using e-commerce chatbot with the highest coefficient beta, 0.263 followed by Perceived Usefulness (0.238).

Table 4: Summary of Multiple Linear Regression Test

Ha	Variables	Dependent – User Satisfaction		
		Standardized Beta	Sig.	Findings
H1	System Quality	0.263	0.004	Supported
H2	Information Quality	0.194	0.033	Supported
H3	Service Quality	0.076	0.421	Not Supported
H4	Perceived Ease of Use	0.155	0.077	Not Supported
H5	Perceived Usefulness	0.238	0.001	Supported

Note: Significant at 0.05 level

5. Discussion

This research investigates the direct and indirect effects of System Quality, Information Quality, Service Quality, Perceived Ease of Use, and Perceived Usefulness on user satisfaction of using e-commerce chatbot in Malaysia. According to the findings, System Quality, Information Quality, and Perceived Usefulness have significant relationship with user satisfaction of using e-commerce chatbot. On the other hand, the relationship between Service Quality and Perceived Ease of Use with user satisfaction of using e-commerce chatbot is not supported as reflected in the research. Service Quality is proven to have no significant relationship with user satisfaction of using e-commerce chatbot because the e-commerce chatbot system does not fulfil the characteristic of the good service quality, which is

“assurance”. In other words, the chatbot system fails to help the customers to solve the problems in the way that the customers have expected. In addition, the e-commerce chatbot system might also fails to fulfil the characteristic of “empathy”, where it is still not able to effectively understand the needs and wants of the customers, and this will cause most of the customers to prefer real human agent as compared to the chatbot. Failure to fulfil the key characteristics of good service quality will cause the confidence and user satisfaction level towards the e-commerce chatbot system to decrease. As for Perceived Ease of Use, it is proven to have no relationship with user satisfaction of using e-commerce chatbot because it is believed that perceived ease of use is only able to influence the intention of the users to use the e-commerce chatbot system, but it is not solid enough to affect the user satisfaction towards the e-commerce chatbot system. This is because if the users only perceive that the system is easy or hard to use, they will only continue or stop to use the system. If the users continue to use the system, it will only then lead to user satisfaction where the users will evaluate whether the e-commerce chatbot has fulfilled the tasks that it is intended to be.

6. Conclusion

This study is consisted of the variables that are derived from Information System Success Model (ISSM) and Technology Acceptance Model (TAM). It is hoped that the combination of these two technology-related models are able to provide a brand new vision for the future researchers especially in the topic of user satisfaction of using E-commerce chatbot. More researches are encouraged to be conducted in other regions of Malaysia and the future researchers can also focus on a different generation and industry in order to gain more information regarding chatbot.

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