Customer Satisfaction with AI Customer Service Chatbots: The Mediating Role of Trust

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Abstract

The purpose of this paper is to identify the key factors affecting trust in AI customer service chatbots and to investigate the mediating effect of trust on customer satisfaction with such services. The findings revealed three categories of factors that affect trust in AI customer service chatbots, namely humanoid, service quality, and content factors. In addition, trust is a key driver of customer satisfaction with AI customer service chatbots. This paper provides valuable insights to marketers by shedding light on the influences of a set of key factors on shaping the mediating role of trust in AI chatbots.

Subject Areas: *Consumer Behaviour, Consumer Services, Customer Satisfaction and Delight, Service Quality, Service Marketing*

Track: Digital Marketing & Social Media