

I need your help: Key parameters guiding satisfaction with chatbots

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Abstract

Despite the increased implementation of chatbots in tourism sector, consumers are still resistant towards these new technologies assembling machine learning and various artificial intelligence techniques. This is a puzzling problem inviting further investigation on how to meet consumer demand for interactive chatbots providing satisfactory services leading to repeated purchase and future use. The current paper addresses this issue. In two consecutive studies, consumers who have used chatbots in online booking reported their evaluation on the experience they had. Results are clear in showing that both, cognitive (e.g., functionality, informativeness, accuracy) and affective (e.g., enjoyment, social presence) aspects modulate interaction with chatbots, and thus, satisfaction and future use intention. The outcomes should be employed in developing easy to use, high quality chatbots that satisfy consumer demand for functional and enjoyable interaction.

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

Track: Tourism Marketing