

Can social robot's service quality drive social engagement?

Isha Kharub

Western Sydney University

Michael Lwin

Western Sydney University

Omar Mubin

Western Sydney University

Aila Khan

Western Sydney University

Cite as:

Kharub Isha, Lwin Michael, Mubin Omar, Khan Aila (2023), Can social robot's service quality drive social engagement?. *Proceedings of the European Marketing Academy*, 52nd, (114071)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Can social robot's service quality drive social engagement?

Abstract

Social robots are increasingly used in the service industry due to their ability to engage with the customers. However, a lack of a theoretical model and measurement has hindered the adoption of social robots in the service sector. For example, companies such as Henn-na Hotel has struggled to integrate social robots into the workforce due to poor service quality. Thus, this research attempts to fulfil the research gaps by proposing a new service quality model "SERVBOT" that could drive social engagement in the service industry. Based on the service quality literature, tangibility, reliability, responsiveness, assurance, empathy and entertainment value are potential drivers of social engagement. And in turn it can influence intention to use the robot. The results indicate, assurance and entertainment value can drive social engagement and intention to use the robot. This suggests service providers should design robots that uses literal language, being polite, trustworthy and humorous.

Subject Areas: *Electronic Commerce and Internet Marketing, Entertainment Marketing, Service Quality, Service Marketing*

Track: Innovation Management & New Product Development