

INTELLIGENT VOICE ASSISTANT SERVICE QUALITY IN B2B PARTNERSHIP QUALITY: EXPLORING THE EFFECTS OF PERCEIVED TRUST AND TECHNOLOGY-BASED SERVICE INNOVATIVENESS

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ABSTRACT

This research seeks to examine the impact of IVA service quality on B2B partnership quality and satisfaction. Through a quantitative survey research, data was collected from 273 B2B and analyzed using AMOS 26.0. The findings suggest a significant relationship between IVA service (delivery and content) quality and perceived trust towards IVA usage, and partner satisfaction. However, no significant associations were found between IVA service delivery and content quality and partnership quality. There is an indirect effect of IVA service quality on partnership quality through perceived trust toward IVA usage. Further, technology-based innovativeness significantly strengthens the association between IVA service quality on partnership quality. Through undertaking 15 in-depth interviews involving sales managers, Study 2 provides deeper insight into these relationships and emphasise the importance of the human element in building partnership quality. This study combines social exchange theory and IT capability theory and offers a significant opportunity to deepen our understanding of IVA service delivery's role in enhancing B2B partnership quality.

Keywords:

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