

DAFTAR PUSTAKA

- Abu Shawar, B., & Atwell, E. (2007). Chatbots: Are they Really Useful? *Journal for Language Technology and Computational Linguistics*, 22(1), 29–49.
<https://doi.org/10.21248/jlcl.22.2007.88>
- Adamopoulou, E., & Moussiades, L. (2020a). An Overview of Chatbot Technology. *IFIP Advances in Information and Communication Technology*, 584 IFIP, 373–383.
https://doi.org/10.1007/978-3-030-49186-4_31
- Adamopoulou, E., & Moussiades, L. (2020b). An Overview of Chatbot Technology. *IFIP Advances in Information and Communication Technology*, 584 IFIP, 373–383.
https://doi.org/10.1007/978-3-030-49186-4_31
- AiCl. (2024). *Pengertian AI: Definisi dan Konsep Utama*. <https://aiciumg.com/article/pengertian-ai-definisi-dan-konsep-utama/#>
- Ajayi, V. O. (2023). *A Review on Primary Sources of Data and Secondary Sources of Data* (Vol. 2). www.ej-edu.orgDOI:http://dx.doi.org/19810.21091/
- Anaya, L., Braizat, A., & Al-Ani, R. (2024). Implementing AI-based Chatbot: Benefits and Challenges. *Procedia Computer Science*, 239, 1173–1179.
<https://doi.org/10.1016/j.procs.2024.06.284>
- Araujo, T. (2018). Living up to the chatbot hype: The influence of anthropomorphic design cues and communicative agency framing on conversational agent and company perceptions. *Computers in Human Behavior*, 85, 183–189.
<https://doi.org/10.1016/j.chb.2018.03.051>
- Araújo, T., & Casais, B. (2020). *Customer Acceptance of Shopping-Assistant Chatbots*.
- Aref, M. (2023a). Identifying online purchasing intention in Egypt: a fuzzy set qualitative comparative approach. *Journal of Internet and Digital Economics*, 3(1/2), 33–52.
<https://doi.org/10.1108/jide-12-2022-0020>
- Aref, M. (2023b). Identifying online purchasing intention in Egypt: a fuzzy set qualitative comparative approach. *Journal of Internet and Digital Economics*, 3(1/2), 33–52.
<https://doi.org/10.1108/jide-12-2022-0020>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994a). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(4), 644.
<https://doi.org/10.1086/209376>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994b). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(4), 644.
<https://doi.org/10.1086/209376>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994c). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(4), 644.
<https://doi.org/10.1086/209376>

- Ben Saad, S., & Choura, F. (2023a). Towards better interaction between salespeople and consumers: the role of virtual recommendation agent. *European Journal of Marketing*, 57(3), 858–903. <https://doi.org/10.1108/EJM-11-2021-0892>
- Ben Saad, S., & Choura, F. (2023b). Towards better interaction between salespeople and consumers: the role of virtual recommendation agent. *European Journal of Marketing*, 57(3), 858–903. <https://doi.org/10.1108/EJM-11-2021-0892>
- Berezina, K., Ciftci, O., & Cobanoglu, C. (2019). Robots, artificial intelligence, and service automation in restaurants. In *Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality* (pp. 185–219). Emerald Group Publishing Ltd. <https://doi.org/10.1108/978-1-78756-687-320191010>
- Bialkova, S. (n.d.). *The Rise of AI User Applications Chatbots Integration Foundations and Trends*.
- Brandtzaeg, P. B., & Følstad, A. (2017a). *Why People Use Chatbots* (pp. 377–392). https://doi.org/10.1007/978-3-319-70284-1_30
- Brandtzaeg, P. B., & Følstad, A. (2017b). *Why People Use Chatbots* (pp. 377–392). https://doi.org/10.1007/978-3-319-70284-1_30
- Byrne Gaching, D., & -ti, E. E. (1988). *Writing Skills. NEW EDITION*. Longman Group UK Limited.
- Chaturvedi, R., & Sanjeev. (2023). Opportunities and Challenges of AI-Driven Customer Service. In *Artificial Intelligence in Customer Service: The Next Frontier to Personalized Engagement* (pp. 33–71). Springer International Publishing. https://doi.org/10.1007/978-3-031-33898-4_3
- Chen, J. S., Le, T. T. Y., & Florence, D. (2021). Usability and responsiveness of artificial intelligence chatbot on online customer experience in e-retailing. *International Journal of Retail and Distribution Management*, 49(11), 1512–1531. <https://doi.org/10.1108/IJRDM-08-2020-0312>
- Chen, J.-S., Le, T.-T.-Y., & Florence, D. (2021). Usability and responsiveness of artificial intelligence chatbot on online customer experience in e-retailing. *International Journal of Retail & Distribution Management*, 49(11), 1512–1531. <https://doi.org/10.1108/IJRDM-08-2020-0312>
- Cheng, Y., & Jiang, H. (2020a). How Do AI-driven Chatbots Impact User Experience? Examining Gratifications, Perceived Privacy Risk, Satisfaction, Loyalty, and Continued Use. *Journal of Broadcasting & Electronic Media*, 64(4), 592–614. <https://doi.org/10.1080/08838151.2020.1834296>
- Cheng, Y., & Jiang, H. (2020b). How Do AI-driven Chatbots Impact User Experience? Examining Gratifications, Perceived Privacy Risk, Satisfaction, Loyalty, and Continued Use. *Journal of Broadcasting & Electronic Media*, 64(4), 592–614. <https://doi.org/10.1080/08838151.2020.1834296>

- Chong, T., Yu, T., Keeling, D. I., & de Ruyter, K. (2021). AI-chatbots on the services frontline addressing the challenges and opportunities of agency. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2021.102735>
- Cleveter. (2021). *Australian Bureau of Statistics - 2021 Census Chatbot*.
- Dale, R. (2016). The return of the chatbots. *Natural Language Engineering*, 22(5), 811–817. <https://doi.org/10.1017/S1351324916000243>
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992a). Extrinsic and Intrinsic Motivation to Use Computers in the Workplace ¹. *Journal of Applied Social Psychology*, 22(14), 1111–1132. <https://doi.org/10.1111/j.1559-1816.1992.tb00945.x>
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992b). Extrinsic and Intrinsic Motivation to Use Computers in the Workplace ¹. *Journal of Applied Social Psychology*, 22(14), 1111–1132. <https://doi.org/10.1111/j.1559-1816.1992.tb00945.x>
- De Cicco, R., Silva, S. C., & Alparone, F. R. (2020a). Millennials' attitude toward chatbots: an experimental study in a social relationship perspective. *International Journal of Retail & Distribution Management*, 48(11), 1213–1233. <https://doi.org/10.1108/IJRDM-12-2019-0406>
- De Cicco, R., Silva, S. C., & Alparone, F. R. (2020b). Millennials' attitude toward chatbots: an experimental study in a social relationship perspective. *International Journal of Retail & Distribution Management*, 48(11), 1213–1233. <https://doi.org/10.1108/IJRDM-12-2019-0406>
- De Cicco, R., Silva, S. C., & Alparone, F. R. (2020c). Millennials' attitude toward chatbots: an experimental study in a social relationship perspective. *International Journal of Retail & Distribution Management*, 48(11), 1213–1233. <https://doi.org/10.1108/IJRDM-12-2019-0406>
- Doherty, N. F., & Ellis-Chadwick, F. (2006). Electronic commerce in the retail sector: from exploratory channel to strategic necessity. *International Journal of Retail & Distribution Management*, 34(4/5). <https://doi.org/10.1108/ijrdm.2006.08934daa.001>
- Duffy, B. R. (2003). Anthropomorphism and the social robot. *Robotics and Autonomous Systems*, 42(3–4), 177–190. [https://doi.org/10.1016/S0921-8890\(02\)00374-3](https://doi.org/10.1016/S0921-8890(02)00374-3)
- Elliott, V. (2018). Thinking about the Coding Process in Qualitative Data Analysis. *The Qualitative Report*. <https://doi.org/10.46743/2160-3715/2018.3560>
- Epley, N., Waytz, A., & Cacioppo, J. T. (2007a). On seeing human: A three-factor theory of anthropomorphism. *Psychological Review*, 114(4), 864–886. <https://doi.org/10.1037/0033-295X.114.4.864>
- Epley, N., Waytz, A., & Cacioppo, J. T. (2007b). On seeing human: A three-factor theory of anthropomorphism. *Psychological Review*, 114(4), 864–886. <https://doi.org/10.1037/0033-295X.114.4.864>

- Falah, F., & Keperawatan Poltekkes Kemenkes Gorontalo, J. (n.d.). Jurnal Kesehatan | 18 BINA GENERASI. *JURNAL KESEHATAN EDISI*, 12(2), 2021.
<https://ejurnal.bigges.ac.id/index.php/kesehatan/>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen : Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertai Ilmu Manajemen* (5th ed.). Universitas Diponegoro.
- Fiske, S. T., Cuddy, A. J. C., Glick, P., & Xu, J. (2002a). A model of (often mixed) stereotype content: Competence and warmth respectively follow from perceived status and competition. *Journal of Personality and Social Psychology*, 82(6), 878–902.
<https://doi.org/10.1037/0022-3514.82.6.878>
- Fiske, S. T., Cuddy, A. J. C., Glick, P., & Xu, J. (2002b). A model of (often mixed) stereotype content: Competence and warmth respectively follow from perceived status and competition. *Journal of Personality and Social Psychology*, 82(6), 878–902.
<https://doi.org/10.1037/0022-3514.82.6.878>
- Følstad, A., & Taylor, C. (2021). Investigating the user experience of customer service chatbot interaction: a framework for qualitative analysis of chatbot dialogues. *Quality and User Experience*, 6(1). <https://doi.org/10.1007/s41233-021-00046-5>
- Friskila, T. (2022). The Effect of Profitability and Leverage on Tax Avoidance with Corporate Social Responsibility (CSR) as a Mediator Variable Pengaruh Profitabilitas dan Leverage terhadap Tax Avoidance dengan Corporate Social Responsibility (CSR) sebagai Variabel Mediasi. *Jurnal Akuntansi Dan Perpajakan*, 8(2).
- Gaczek, P., Pozharliev, R., Leszczyński, G., & Zieliński, M. (2023). Overcoming Consumer Resistance to AI in General Health Care. *Journal of Interactive Marketing*, 58(2–3), 321–338. <https://doi.org/10.1177/10949968221151061>
- Gefen, D., & Straub, D. W. (1997). Gender Differences in the Perception and Use of E-Mail: An Extension to the Technology Acceptance Model. *MIS Quarterly*, 21(4), 389.
<https://doi.org/10.2307/249720>
- Ghozali, L. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 Edisi 9* (A. Tejkusumo, Ed.; 9th ed.). Universitas Diponegoro.
- Griffith & Simonite. (2018). *Facebook's virtual assistant M is dead. So are chatbots. Wired Business.*
- Hair, J. E., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Prentice Hall International.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate Data Analysis* (W. Blake & J. Larkin, Eds.). PRENTICE-HALL INTERNATIONAL, INC.
- Han, M. C. (2021). The Impact of Anthropomorphism on Consumers' Purchase Decision in Chatbot Commerce. *Journal of Internet Commerce*, 20(1), 46–65.
<https://doi.org/10.1080/15332861.2020.1863022>

- Haryono, S. (2016a). *Metode SEM Untuk Penelitian Manajemen dengan AMOS LISREL PLS*. PT. Intermedia Personalia Utama.
- Haryono, S. (2016b). *Metode SEM Untuk Penelitian Manajemen dengan AMOS LISREL PLS*. PT. Intermedia Personalia Utama.
- Heikkilä, R. (2022). *Defining the Research Object* (pp. 49–62).
https://doi.org/10.1007/978-3-031-18865-7_4
- Hollebeek, L. D., Sprott, D. E., & Brady, M. K. (2021). Rise of the Machines? Customer Engagement in Automated Service Interactions. In *Journal of Service Research* (Vol. 24, Issue 1, pp. 3–8). SAGE Publications Inc.
<https://doi.org/10.1177/1094670520975110>
- Hossain, M. S. (2024). *Consumer Behavior a) Define consumer behavior*.
- Hsu, C.-L., & Lu, H.-P. (2004a). Why do people play on-line games? An extended TAM with social influences and flow experience. *Information & Management*, 41(7), 853–868.
<https://doi.org/10.1016/j.im.2003.08.014>
- Hsu, C.-L., & Lu, H.-P. (2004b). Why do people play on-line games? An extended TAM with social influences and flow experience. *Information & Management*, 41(7), 853–868.
<https://doi.org/10.1016/j.im.2003.08.014>
- Huang, M. H., & Rust, R. T. (2021). Engaged to a Robot? The Role of AI in Service. *Journal of Service Research*, 24(1), 30–41. <https://doi.org/10.1177/1094670520902266>
- IDM. (2023). *What is a chatbot*. <https://www.ibm.com/topics/chatbots>
- Joreskog, K. G., & Sérbom, D. (1979). *Advances in Factor Analysis and Structural Equation Models* (J. Magidson, Ed.). Abt Books.
- Kamukama, S. (2023). *IMPLICATIONS OF THE GLOBALIZING DIGITAL RETAILING ON COMPETITION AND CONSUMER PROTECTION IN COMESA COUNTRIES*.
<https://doi.org/10.13140/RG.2.2.29836.90243>
- Kerly, A., Hall, P., & Bull, S. (2007). Bringing chatbots into education: Towards natural language negotiation of open learner models. *Knowledge-Based Systems*, 20(2), 177–185. <https://doi.org/10.1016/j.knosys.2006.11.014>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Prentice Hall.
- Kumar, V., Rajan, B., Venkatesan, R., & Lecinski, J. (2019). Understanding the role of artificial intelligence in personalized engagement marketing. *California Management Review*, 61(4), 135–155. <https://doi.org/10.1177/0008125619859317>
- Le, X. C. (2023a). Inducing AI-powered chatbot use for customer purchase: the role of information value and innovative technology. *Journal of Systems and Information Technology*, 25(2), 219–241. <https://doi.org/10.1108/JSIT-09-2021-0206>
- Le, X. C. (2023b). Inducing AI-powered chatbot use for customer purchase: the role of information value and innovative technology. *Journal of Systems and Information Technology*, 25(2), 219–241. <https://doi.org/10.1108/JSIT-09-2021-0206>

- Levy, M., & Weitz, B. A. (2001). *Retailing Management*.
https://books.google.co.id/books/about/Retailing_Management.html?id=C9ETnKniKu4C&redir_esc=y
- Li, Y., Hou, R., & Tan, R. (2024a). How customers respond to chatbot anthropomorphism: the mediating roles of perceived humanness and perceived persuasiveness. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-11-2022-0827>
- Li, Y., Hou, R., & Tan, R. (2024b). How customers respond to chatbot anthropomorphism: the mediating roles of perceived humanness and perceived persuasiveness. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-11-2022-0827>
- Lindebaum, D., Vesa, M., & Den Hond, F. (2020). Insights from “the machine stops” to better understand rational assumptions in algorithmic decision making and its implications for organizations. In *Academy of Management Review* (Vol. 45, Issue 1, pp. 247–263). Academy of Management. <https://doi.org/10.5465/amr.2018.0181>
- Lu, L., Cai, R., & Gursoy, D. (2019). Developing and validating a service robot integration willingness scale. *International Journal of Hospitality Management*, 80, 36–51. <https://doi.org/10.1016/j.ijhm.2019.01.005>
- Lu, P., Chen, S., & Zheng, Y. (2012). Artificial Intelligence in Civil Engineering. *Mathematical Problems in Engineering*, 2012(1). <https://doi.org/10.1155/2012/145974>
- Lukanova, G., & Ilieva, G. (2019). Robots, artificial intelligence, and service automation in hotels. In *Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality* (pp. 157–183). Emerald Group Publishing Ltd. <https://doi.org/10.1108/978-1-78756-687-320191009>
- Malodia, S., Mishra, M., Fait, M., Papa, A., & Dezi, L. (2023). To digit or to head? Designing digital transformation journey of SMEs among digital self-efficacy and professional leadership. *Journal of Business Research*, 157, 113547. <https://doi.org/10.1016/j.jbusres.2022.113547>
- Manser Payne, E. H., Dahl, A. J., & Peltier, J. (2021). Digital servitization value co-creation framework for AI services: a research agenda for digital transformation in financial service ecosystems. *Journal of Research in Interactive Marketing*, 15(2), 200–222. <https://doi.org/10.1108/JRIM-12-2020-0252>
- Manthiou, A., Hickman, E., & Klaus, P. (2020). Beyond good and bad: Challenging the suggested role of emotions in customer experience (CX) research. *Journal of Retailing and Consumer Services*, 57, 102218. <https://doi.org/10.1016/j.jretconser.2020.102218>
- McCarthy, J., Minsky, M. L., Rochester, N., & Shannon, C. E. (1955). 2 *AI MAGAZINE*.
- Mende, M., Scott, M. L., van Doorn, J., Grewal, D., & Shanks, I. (2019a). Service Robots Rising: How Humanoid Robots Influence Service Experiences and Elicit Compensatory Consumer Responses. *Journal of Marketing Research*, 56(4), 535–556. <https://doi.org/10.1177/0022243718822827>

- Mende, M., Scott, M. L., van Doorn, J., Grewal, D., & Shanks, I. (2019b). Service Robots Rising: How Humanoid Robots Influence Service Experiences and Elicit Compensatory Consumer Responses. *Journal of Marketing Research*, 56(4), 535–556. <https://doi.org/10.1177/0022243718822827>
- Mishra, A. N., & Pani, A. K. (2020). Business value appropriation roadmap for artificial intelligence. In *VINE Journal of Information and Knowledge Management Systems* (Vol. 51, Issue 3, pp. 353–368). Emerald Group Holdings Ltd. <https://doi.org/10.1108/VJKMS-07-2019-0107>
- Moh Nazir. (2005). No Title. *Metodologi Penelitiann. Bogor: Ghalia Indonesia*.
- Mpinganjira, M., Dlodlo, N., & Idemudia, E. C. (2024a). Perceived experiential value and continued use intention of e-retail chatbots. *International Journal of Retail and Distribution Management*. <https://doi.org/10.1108/IJRDM-04-2023-0237>
- Mpinganjira, M., Dlodlo, N., & Idemudia, E. C. (2024b). Perceived experiential value and continued use intention of e-retail chatbots. *International Journal of Retail and Distribution Management*. <https://doi.org/10.1108/IJRDM-04-2023-0237>
- Myin, M. T., & Watchravesringkan, K. (2024). Investigating consumers' adoption of AI chatbots for apparel shopping. *Journal of Consumer Marketing*, 41(3), 314–327. <https://doi.org/10.1108/JCM-03-2022-5234>
- Nassè, Dr. T. B. (2021). THE CONCEPT OF CONSUMER BEHAVIOR: DEFINITIONS IN A CONTEMPORARY MARKETING PERSPECTIVE. *International Journal of Management & Entrepreneurship Research*, 3(8), 303–307. <https://doi.org/10.51594/ijmer.v3i8.253>
- Odekerken-Schröder, G., Mennens, K., Steins, M., & Mahr, D. (2022a). The service triad: an empirical study of service robots, customers and frontline employees. *Journal of Service Management*, 33(2), 246–292. <https://doi.org/10.1108/JOSM-10-2020-0372>
- Odekerken-Schröder, G., Mennens, K., Steins, M., & Mahr, D. (2022b). The service triad: an empirical study of service robots, customers and frontline employees. *Journal of Service Management*, 33(2), 246–292. <https://doi.org/10.1108/JOSM-10-2020-0372>
- Okronipa, A. Q., & Nyame, J. Y. (2024). Exploring the effect of perceived empathy and social presence on the intention to use AI in higher education. *The Scientific Temper*, 15(04), 3105–3112. <https://doi.org/10.58414/SCIENTIFICTEMPER.2024.15.4.18>
- Paschen, U., Pitt, C., & Kietzmann, J. (2020). Artificial intelligence: Building blocks and an innovation typology. *Business Horizons*, 63(2), 147–155. <https://doi.org/10.1016/j.bushor.2019.10.004>
- Petrocelli, J. V. (2018). Antecedents of bullshitting. *Journal of Experimental Social Psychology*, 76, 249–258. <https://doi.org/10.1016/j.jesp.2018.03.004>

- Pillai, R., & Sivathanu, B. (2020). Adoption of AI-based chatbots for hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 32(10), 3199–3226. <https://doi.org/10.1108/IJCHM-04-2020-0259>
- Prete, M. Del. (2022). Mindful Sustainable Consumption and Sustainability Chatbots in Fast Fashion Retailing During and After the COVID-19 Pandemic. *Journal of Management and Sustainability*, 12(1), 19. <https://doi.org/10.5539/jms.v12n1p19>
- Pricilla, C., Lestari, D. P., & Dharma, D. (2018). Designing Interaction for Chatbot-Based Conversational Commerce with User-Centered Design. *ICAICTA 2018 - 5th International Conference on Advanced Informatics: Concepts Theory and Applications*, 244–249. <https://doi.org/10.1109/ICAICTA.2018.8541320>
- Priyono. (n.d.). *METODE PENELITIAN KUANTITATIF*.
- Ranieri, A., Di Bernardo, I., & Mele, C. (2024). Serving customers through chatbots: positive and negative effects on customer experience. *Journal of Service Theory and Practice*, 34(2), 191–215. <https://doi.org/10.1108/JSTP-01-2023-0015>
- Rapp, A. C., & Corral-Granados, A. (2024). Understanding inclusive education – a theoretical contribution from system theory and the constructionist perspective. *International Journal of Inclusive Education*, 28(4), 423–439. <https://doi.org/10.1080/13603116.2021.1946725>
- Rese, A., Ganster, L., & Baier, D. (2020). Chatbots in retailers' customer communication: How to measure their acceptance? *Journal of Retailing and Consumer Services*, 56. <https://doi.org/10.1016/j.jretconser.2020.102176>
- Rodríguez-Ardura, I., Meseguer-Artola, A., & Fu, Q. (2024a). The utilitarian and hedonic value of immersive experiences on WeChat: examining a dual mediation path leading to users' stickiness and the role of social norms. *Online Information Review*, 48(2), 229–256. <https://doi.org/10.1108/OIR-04-2022-0208>
- Rodríguez-Ardura, I., Meseguer-Artola, A., & Fu, Q. (2024b). The utilitarian and hedonic value of immersive experiences on WeChat: examining a dual mediation path leading to users' stickiness and the role of social norms. *Online Information Review*, 48(2), 229–256. <https://doi.org/10.1108/OIR-04-2022-0208>
- Roy, P. (2022). Theory and Models of Consumer Buying Behaviour: A Descriptive Study. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4205489>
- Roy, R., & Naidoo, V. (2021). Enhancing chatbot effectiveness: The role of anthropomorphic conversational styles and time orientation. *Journal of Business Research*, 126, 23–34. <https://doi.org/10.1016/j.jbusres.2020.12.051>
- Ruijten, P. A. M., Haans, A., Ham, J., & Midden, C. J. H. (2019). Perceived Human-Likeness of Social Robots: Testing the Rasch Model as a Method for Measuring Anthropomorphism. *International Journal of Social Robotics*, 11(3), 1. <https://doi.org/10.1007/s12369-019-00516-z>

- Sarbabidya, S., & Saha, T. (2020). Role of Chatbot in Customer Service: A Study from the Perspectives of the Banking Industry of Bangladesh. In *International Review of Business Research Papers* (Vol. 16, Issue 1).
- Sidaoui, K., Jaakkola, M., & Burton, J. (2020). AI feel you: customer experience assessment via chatbot interviews. *Journal of Service Management*, 31(4), 745–766. <https://doi.org/10.1108/JOSM-11-2019-0341>
- Solomon, M. R. (n.d.). *Engage, Assess, Apply and Develop Employability Skills with MyLab Marketing*.
- Srinivasan, S. M., Cavagnino, D. T., & Bhat, A. N. (2018). Effects of Equine Therapy on Individuals with Autism Spectrum Disorder: a Systematic Review. *Review Journal of Autism and Developmental Disorders*, 5(2), 156–175. <https://doi.org/10.1007/s40489-018-0130-z>
- statistik-ecommerce-2022-2023. (n.d.).
- Sugiyono. (2010). *Metode Penelitian Tindakan Kelas Pendekatan Kuantitatif, Kualitatif, dan R&D*, Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabet.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan RND (2 ed.)*. CV Alfabeta.
- Thacker, L. R. (2020). What Is the Big Deal About Populations in Research? *Progress in Transplantation*, 30(1), 3–3. <https://doi.org/10.1177/1526924819893795>
- Tran, A. D., Pallant, J. I., & Johnson, L. W. (2021). Exploring the impact of chatbots on consumer sentiment and expectations in retail. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2021.102718>
- Turban, Efraim. (2006). *Electronic commerce 2006 : a managerial perspective*. Recording for the Blind & Dyslexic.
- Turing, A. M. (1950). Computing Machinery and Intelligence. In *New Series* (Vol. 59, Issue 236).
- van der Goot, M. H., Keijsper, M., Baars, A., Drost, L., Hendriks, J., Kirchhoff, S., Lozeman-van t Klooster, J. G., van Lith, H. A., & Arndt, S. S. (2021). Inter-individual variability in habituation of anxiety-related responses within three mouse inbred strains. *Physiology & Behavior*, 239, 113503. <https://doi.org/10.1016/j.physbeh.2021.113503>
- Venkatesh, V. (2000a). Determinants of Perceived Ease of Use: Integrating Control, Intrinsic Motivation, and Emotion into the Technology Acceptance Model. *Information Systems Research*, 11(4), 342–365. <https://doi.org/10.1287/isre.11.4.342.11872>
- Venkatesh, V. (2000b). Determinants of Perceived Ease of Use: Integrating Control, Intrinsic Motivation, and Emotion into the Technology Acceptance Model.

- Information Systems Research*, 11(4), 342–365.
<https://doi.org/10.1287/isre.11.4.342.11872>
- Waluyo, M. (2016). *Mudah Cepat Tepat Penggunaan Tools Amos Dalam Aplikasi (SEM)*. UPN “Veteran.”
- Weber, F., & Schütte, R. (2019). A domain-oriented analysis of the impact of machine learning—the case of retailing. *Big Data and Cognitive Computing*, 3(1), 1–14.
<https://doi.org/10.3390/bdcc3010011>
- Wirtz, J., & Jerger, C. (2016). Managing service employees: literature review, expert opinions, and research directions. *The Service Industries Journal*, 36(15–16), 757–788. <https://doi.org/10.1080/02642069.2016.1278432>
- Wu, R., Liu, J., Chen, S., & Tong, X. (2023a). The effect of E-commerce virtual live streamer socialness on consumers’ experiential value: an empirical study based on Chinese E-commerce live streaming studios. *Journal of Research in Interactive Marketing*, 17(5), 714–733. <https://doi.org/10.1108/JRIM-09-2022-0265>
- Wu, R., Liu, J., Chen, S., & Tong, X. (2023b). The effect of E-commerce virtual live streamer socialness on consumers’ experiential value: an empirical study based on Chinese E-commerce live streaming studios. *Journal of Research in Interactive Marketing*, 17(5), 714–733. <https://doi.org/10.1108/JRIM-09-2022-0265>
- Xu, B., & Zhuang, Z. (2022). Survey on psychotherapy chatbots. *Concurrency and Computation: Practice and Experience*, 34(7). <https://doi.org/10.1002/cpe.6170>
- Yang, P., Jiang, Y., Lin, Y., Geng, S., & Wang, R. (2024a). Interactive vs transactional: how social media ads engage consumers with disparate regulatory orientation and lay rationalism. *Industrial Management and Data Systems*.
<https://doi.org/10.1108/IMDS-07-2023-0498>
- Yang, P., Jiang, Y., Lin, Y., Geng, S., & Wang, R. (2024b). Interactive vs transactional: how social media ads engage consumers with disparate regulatory orientation and lay rationalism. *Industrial Management and Data Systems*.
<https://doi.org/10.1108/IMDS-07-2023-0498>
- Yanxia, C., Shijia, Z., & Yuyang, X. (2024). A meta-analysis of the effect of chatbot anthropomorphism on the customer journey. *Marketing Intelligence and Planning*, 42(1), 1–22. <https://doi.org/10.1108/MIP-03-2023-0103>