

Pengaruh Chatbot Marketing Efforts terhadap Customer Response Melalui Communication Quality dan Customer Brand Relationship: Studi Pada Pengguna Tanya Veronika di Aplikasi My Telkomsel = The Influence of Chatbot Marketing Efforts on Customer Response through Communication Quality and Customer Brand Relationship: A Study on Tanya Veronika's User on My Telkomsel Application

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Abstrak

Masa pasca pandemi COVID-19 telah merubah perilaku perusahaan untuk lebih melek terhadap transformasi digital. Penerapan chatbot dalam dunia bisnis merupakan salah satu bentuk digitalisasi yang dapat meningkatkan keunggulan kompetitif untuk menghadapi persaingan yang semakin ketat. Namun sayangnya masih minim penelitian yang membahas efektivitas implementasi chatbot di Indonesia. Penelitian ini bertujuan untuk menganalisis pengaruh chatbot marketing efforts terhadap customer response melalui communication quality dan customer brand relationship pada pengguna Tanya Veronika di aplikasi My Telkomsel. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan melalui penyebaran kuesioner secara purposive sampling dengan Google Form kepada 196 responden yang merupakan pengguna aplikasi My Telkomsel, minimal berusia 18 tahun, dan pernah menggunakan fitur Tanya Veronika di aplikasi My Telkomsel minimal dua kali dalam satu tahun terakhir. Data yang diperoleh, diolah menggunakan SEM melalui SmartPLS 4.0. Hasil penelitian mengungkapkan bahwa customer response pada pengguna Tanya Veronika di aplikasi My telkomsel dipengaruhi secara positif dan signifikan oleh chatbot marketing efforts melalui communication quality dan customer brand relationship.

.....The era of post-COVID-19 pandemic has driven changes in company behavior to emphasize awareness on digital transformation. The implementation of chatbots in the business sector is one of the forms of digitalization that can increase competitive advantage to compete in the increasingly tight competition. However, there is still a lack of research that discusses about the effectiveness of chatbot implementation in Indonesia. This study aimed to analyze the effect of chatbot marketing efforts on customer response through communication quality and customer brand relationship on Tanya Veronika's users in My Telkomsel application. This study used a quantitative approach with data collection techniques through distributing questionnaires using purposive sampling with Google Form to 196 respondents who are users of the My Telkomsel application, a minimum of 18 years old, and have used the Tanya Veronika feature in My Telkomsel application at the very least twice in the past year. The data obtained is processed using SEM through SmartPLS 4.0. The results revealed that customer response on Tanya Veronika's users in the My Telkomsel application is positively and significantly affected by chatbot marketing efforts through communication quality and customer brand relationship.