ABSTRACT

Artificial intelligence (AI) technology has shown rapid development in recent years, including in the field of customer service. AI chatbots have become one of the latest innovations in customer service, with the potential to increase customer satisfaction and trust. Tokopedia has innovated the use of AI chatbots as customer services. However, this innovation is still complained about by Tokopedia users who do not trust the AI chatbot because it is not reliable in handling customer problems. Therefore, this study is oriented to examine the effect of the variables empathy response, anonymity, and customization on customer trust in the Tokopedia e-commerce customer service chatbot. The methodology used in this study is quantitative research method with descriptive and causal approaches. The sampling technique used was non-probability sampling and conducted a survey by distributing structured questionnaires to 437 respondents who used the Tokopedia application. SEM-PLS model data analysis was carried out by utilizing SmartPLS. The results obtained show that the variables of empathy response, anonymity, and customization have a positive and significant effect on interaction and customer trust in Tokopedia. In addition, the interaction variable also shows a positive and significant effect on customer trust. The advice that researchers can give to Tokopedia is to focus on improving the quality of chatbots in providing empathetic responses to users when interacting, such as giving greetings when starting a conversation and providing appreciation and validation of the problems and needs that users complain about. Then, update and innovate chatbot technology, especially in the aspects of empathy response, anonymity, customization, and interaction. Future research can use additional variables that might affect customer trust and identify whether there is a mediating or moderating effect of certain variables on customer trust.

Keywords: *Chatbot, Customer Trust, E-Commerce Chatbot, Customer Services Chatbot.*