

ANALYSIS OF THE ROLE OF COMMUNICATION COMPETENCE, CREDIBILITY, AND INFORMATION QUALITY OF THE “TANYA” CHATBOT ON TOKOPEDIA CONSUMERS’ PURCHASE INTENTION: A MEDIATING APPROACH THROUGH USER SATISFACTION IN THE ERA OF SMART E-COMMERCE



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Abstract

The rapid advancement of digital technology has accelerated the integration of chatbots as a service innovation in e-commerce platforms. In Indonesia, Tokopedia introduced the chatbot “TANYA” to streamline customer interaction and improve user experience. Despite this initiative, questions remain regarding the extent to which chatbot features can effectively stimulate purchase intention, since issues such as limited conversational ability, insufficient information quality, and lack of perceived credibility still hinder consumer trust and satisfaction. To address this gap, this study develops a conceptual framework that positions communication competence, information quality, and credibility as key determinants of user satisfaction and purchase intention. A quantitative method was employed through a survey of 195 Tokopedia users who have interacted with the “TANYA” chatbot. Data were analyzed using PLS-SEM with SmartPLS software. The findings reveal that communication competence, credibility, and satisfaction significantly enhance purchase intention, whereas information quality primarily strengthens satisfaction. Moreover, satisfaction is confirmed as a mediating mechanism linking information quality to purchase intention. This study contributes theoretically by reinforcing digital marketing and consumer behavior perspectives in the context of chatbot effectiveness, while practically offering insights for e-commerce managers to refine chatbot design and functionality to better foster trust, satisfaction, and ultimately, online purchase decisions.

Keywords: Chatbot TANYA, Communication Competence, User Satisfaction, Purchase Intention

INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer behavior, particularly through the increasing use of e-commerce platforms. In Indonesia, Tokopedia has emerged as one of the most visited and competitive platforms, continuously innovating to enhance customer experience (Adi, 2022). One such innovation is the development of its AI-based chatbot named “TANYA,” designed to assist users by providing fast, accurate, and responsive services in addressing inquiries, complaints, and transaction needs (Tokopedia, 2025).

Although chatbot adoption is widely recognized as a strategic tool to support customer service, its actual impact on consumer purchase intention remains debated. Prior research highlights several key determinants of chatbot effectiveness, such as communication competence, credibility, and information quality (Pereira et al., 2021; Chang et al., 2023). Communication competence refers to the chatbot’s ability to engage users effectively by understanding their needs and delivering contextually appropriate responses (Huang et al., 2024). Credibility involves the perceived trustworthiness and expertise of the chatbot, which can enhance user trust and reduce perceived risk (Jeng, 2016). Meanwhile, information quality relates to the accuracy, relevance, and clarity of the information provided, which supports users in making rational decisions (Halim et al., 2020).

However, findings across studies are not entirely consistent. For example, some research suggests that highly interactive chatbots positively influence user trust and purchase intention (Dash et al., 2021), while others indicate that excessive automation may reduce perceived authenticity and weaken customer engagement (Gnewuch et al., 2018). Similarly, while credibility is often emphasized as crucial for reducing uncertainty, several studies argue that in transactional contexts, speed and efficiency may outweigh trust considerations (Hill et al., 2015). These inconsistencies underscore the need for further investigation, particularly in fast-growing digital markets like Indonesia, where consumer expectations toward AI-driven services may differ from those in Western contexts.

User satisfaction has also been identified as a mediating factor that links chatbot performance to consumer behavioral outcomes. While some scholars argue that satisfaction strongly predicts purchase intention and loyalty (Pereira et al., 2021), others highlight that satisfaction alone may be insufficient if consumers perceive risks or lack trust in automated systems (Luger & Sellen, 2016). This indicates that satisfaction should be examined not in isolation but as part of a broader evaluative process shaped by communication, credibility, and information quality.

Given these mixed findings, this study seeks to examine the influence of communication competence, credibility, and information quality of Tokopedia’s chatbot TANYA on purchase intention, with user satisfaction as a mediating variable. By addressing gaps in prior research and situating the analysis in the context of Indonesia’s dynamic e-commerce industry, this study aims to provide both theoretical contributions to the literature on digital marketing and practical insights for optimizing chatbot features.

REVIEW OF LITERATURE

While prior studies consistently highlight the importance of communication competence, credibility, and information quality in shaping user satisfaction and purchase

intention, several conceptual ambiguities remain. For instance, although Huang et al. (2024) emphasize the role of communication competence, other research suggests that the effectiveness of chatbot communication may depend on user characteristics such as digital literacy or cultural communication styles, which remain underexplored in e-commerce settings. Similarly, while credibility is generally associated with trust and purchase intention (Jeng, 2016), some studies indicate that users may still perceive chatbots as less reliable compared to human agents, raising questions about the boundary conditions of credibility in automated interactions.

The role of satisfaction as a mediator has been widely acknowledged (Dash et al., 2021; Pereira et al., 2021), yet less is known about when this mediation effect is stronger or weaker. For example, high-involvement purchases may rely more heavily on chatbot information quality, while low-involvement purchases may be less sensitive to chatbot competence. Moreover, potential moderators such as perceived risk, prior trust in the platform, or the degree of chatbot anthropomorphism could shape the strength of these relationships, but empirical evidence remains scarce.

Another gap lies in the limited focus on localized contexts. Most existing studies are based on Western or global e-commerce platforms, while research on Indonesian platforms like Tokopedia remains underdeveloped. Cultural and market-specific factors could influence how users perceive chatbot attributes and how these perceptions translate into purchase intention.

Therefore, this study seeks to contribute by examining the effectiveness of Tokopedia's "TANYA" chatbot, specifically analyzing how communication competence, credibility, and information quality influence satisfaction and purchase intention. By situating the analysis in the Indonesian e-commerce context, this research aims to provide a more nuanced understanding of chatbot effectiveness and address the gaps identified in prior studies.

RESEARCH METHOD

This study employs a quantitative research approach with an explanatory design to examine causal relationships between variables. Specifically, the research investigates the influence of chatbot "TANYA" attributes, namely communication competence, credibility, and information quality, on user satisfaction and purchase intention among Tokopedia users. The primary objective is to statistically test the proposed hypotheses and provide empirical evidence regarding the mediating role of satisfaction in this context.

Data were collected through an online questionnaire distributed via Google Forms. Respondents were selected using purposive sampling, ensuring only those who met the specific criteria were included: Indonesian citizens, active Tokopedia users, and individuals who have interacted with the chatbot "TANYA." This strategy guarantees that participants have sufficient experience with the chatbot to provide meaningful responses. A total of 195 valid responses were obtained and analyzed.

The data in this study are primary, collected directly from respondents, and cross-sectional in nature, meaning the information was gathered at a single point in time. Respondents' perceptions and evaluations were measured using a six-point Likert scale ranging from "strongly disagree" to "strongly agree." The constructs measured include

communication competence, information quality, credibility, user satisfaction, and purchase intention.

To analyze the data, this study employs the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique using SmartPLS software. PLS-SEM is particularly suitable for exploratory and predictive research, especially when investigating complex models with multiple latent constructs and mediating relationships. Compared to Covariance-Based SEM (CB-SEM), PLS-SEM was considered more appropriate in this study for several reasons. First, the sample size ($n=195$) is relatively moderate and aligns well with PLS-SEM's ability to produce robust results under smaller sample conditions. Second, PLS-SEM emphasizes variance explanation and prediction, which matches the objective of this research to assess the predictive power of chatbot attributes on user satisfaction and purchase intention. Third, the model involves mediating effects, for which PLS-SEM provides greater flexibility and statistical power compared to CB-SEM.

The analysis process consists of two stages: (1) evaluating the measurement model to assess indicator reliability, internal consistency, convergent validity, and discriminant validity; and (2) evaluating the structural model to test the hypothesized relationships and the mediating role of satisfaction. The final output includes path coefficients, R-squared values, and significance testing results to support or reject the proposed hypotheses.

Despite these advantages, certain limitations should be acknowledged. The cross-sectional design restricts the ability to make strong causal inferences over time, and the purposive sampling technique may limit generalizability beyond Tokopedia users who have interacted with the chatbot "TANYA." Future studies could employ longitudinal designs, larger sample sizes, or alternative sampling techniques to enhance the robustness and external validity of findings.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents' profile analysis, classified by gender, age, occupation, and monthly income range, is presented in the following demographic data (Table 1). Based on Table 1, the respondents of this study were predominantly female, accounting for 64.6% of the total sample. Most respondents were aged between 20–22 years (48.7%), and the largest occupational group consisted of students (76.9%). Regarding monthly income, most respondents (66.2%) reported earning between Rp2,000,001 and Rp4,000,000 monthly. The frequency of chatbot usage shows that most respondents used the chatbot only occasionally (60%). Additionally, the data regarding the purpose of chatbot usage reveals that the majority of respondents used the chatbot for problem-solving or submitting complaints (81.5%).

This demographic profile indicates a concentration of young users with relatively low income and limited chatbot engagement. While such characteristics reflect a significant segment of Tokopedia's user base—particularly students and young digital consumers—the dominance of this group may introduce bias into the findings. Younger users may differ from older or higher-income consumers in terms of digital literacy, expectations, and trust toward AI-driven customer service. Consequently, the results of this study may overrepresent the behavioral patterns of students while underrepresenting perspectives from more diverse demographic groups. This potential sampling skew should be acknowledged when

interpreting the results, as it may limit the generalizability of the findings beyond the younger, student-dominated segment of Tokopedia's customer base.

Table 1.
Respondents' Demographic Characteristics

Category	Frequency	%
Gender		
Male	69	35,4
Female	126	64,6
Age		
< 19 years	54	27,7
20 - 22 years	95	48,7
23 - 26 years	38	19,5
27 - 30 years	3	1,5
>30 years	5	2,6
Occupation		
Student/College students	150	76,9
Private employees	34	17,4
State Civil Apparatus (ASN)	1	0,5
BUMN (State) Employees	1	0,5
Others	9	4,7
The Average Income Per Month		
≤ Rp2.000.000	30	15,4
Rp2.000.001-Rp4.000.000	129	66,2
Rp4.000.001-Rp6.000.000	30	15,4
Rp6.000.001-Rp8.000.000	2	1
Rp8.000.001-Rp10.000.000	3	1,5
≥ Rp10.000.001	1	0,5
Experience in Using the 'TANYA' Chatbot		
First time	7	3,6
Occasionally	117	60
Frequently	68	34,9
Very frequently	3	1,5

Purpose of Using the Tokopedia 'TANYA' Chatbot		
Obtaining product information	125	64,1
problem-solving or submitting complaints	159	81,5
Product suggestions or recommendations	40	20,5
Others	1	0,5

Source: Primary data processed (2025)

The results of the overall measurement validity and reliability tests are presented as follows (Table 2). The results shown in Table 2 indicate that the measurement in this study is convergently valid and reliable. The reliability of the constructs is demonstrated by Cronbach's Alpha (CA) and Composite Reliability (CR) values, all above the threshold of 0.60, indicating acceptable internal consistency. Regarding convergent validity, all factor loadings exceed 0.70, and the Average Variance Extracted (AVE) values are above 0.50, confirming that the indicators sufficiently explain the variance of their respective constructs. For the discriminant validity test, the cross-loading analysis results indicate that each indicator loads more strongly on its assigned construct than on any other construct. This confirms that the constructs in this study are distinct and do not overlap. The results of the cross-loading analysis are presented in Table 2.

Table 2.
The Validity, Convergent, and Reliability Test Results

Construct	Item Scale	Loadings	CA	CR	AVE
Communication Competence (CC)	CC1	0,898	0,897	0,936	0,830
	CC2	0,930			
	CC3	0,904			
Quality of Information (QI)	QI1	0,794	0,874	0,913	0,725
	QI2	0,889			
	QI3	0,867			
	QI4	0,854			
Credibility (CRE)	CRE1	0,889	0,895	0,927	0,761
	CRE2	0,887			
	CRE3	0,851			
	CRE4	0,861			
Satisfaction (SAT)	SAT1	0,742	0,867	0,900	0,601
	SAT2	0,790			

	SAT3	0,800			
	SAT4	0,827			
	SAT5	0,752			
	SAT6	0,737			
Purchase Intention (PI)	PI1	0,764	0,862	0,901	0,647
	PI2	0,880			
	PI3	0,816			
	PI4	0,783			
	PI5	0,773			

Table 3 displays the square root of AVE values used to assess discriminant validity by comparing them with the correlations among constructs. This result aligns with the measurement criteria, indicating good discriminant validity. Each construct shows a higher square root of AVE compared to its correlation with other constructs. This confirms that the variables are distinct and measure different concepts within the model.

Table 3.
The Square Root of AVE

Construct	CC	CRE	PI	QI	SAT
CC	0,911				
CRE	0,337	0,872			
PI	0,602	0,536	0,804		
QI	0,349	0,244	0,444	0,852	
SAT	0,433	0,338	0,674	0,341	0,775

Source: Primary data processed (2025)

Furthermore, the Heterotrait-Monotrait (HTMT) test results show that all construct values are below the threshold of 0.85, confirming that discriminant validity has been achieved. This indicates that each variable in the study possesses a unique measurement scale and is statistically distinct from the others. For example, even the highest HTMT value among the constructs remains within the acceptable limit, ensuring no validity concerns exist. Thus, the findings confirm that all constructs in this study are well distinguished and free from discriminant validity issues.

Table 4 reveals that all HTMT values are below 0.85, further validating the constructs' discriminant validity. Therefore, it can be concluded that all variables used in this study are valid and distinct in measuring their respective concepts.

Table 4.
Corrected The HTMT Test Results

Construct	CC	CRE	PI	QI	SAT
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CC				
CRE	0,378			
PI	0,682	0,611		
QI	0,393	0,285	0,509	
SAT	0,488	0,385	0,777	0,384

*Notes: CC = *Communication Competence*; CRE = *Credibility*; PI = *Purchase Intention*; QI = *Quality of Information*; SAT = *Satisfaction*

First, the collinearity test is assessed using the Variance Inflation Factor (VIF) values. The results are presented in Table 5. Table 5 clearly shows that no significant multicollinearity issues were detected in this study. This is evidenced by all VIF values being well below the critical threshold of 5.0, with most values ranging between 1.0 and 1.3, indicating a very low risk of multicollinearity. For example, the highest VIF values are recorded for the Satisfaction variable (1.297) and the Communication Competence variable (1.296), which are still within a very safe range. Thus, these findings confirm that the model is free from multicollinearity problems, ensuring the regression interpretations and structural relationships between variables remain statistically valid and accurate.

Table 5.
The Results of The Collinearity Test

Construct	CC	CRE	PI	QI	SAT
CC			1,296		
CRE			1,189		
PI					
QI					1,00
SAT			1,297		

*Notes: CC = *Communication Competence*; CRE = *Credibility*; PI = *Purchase Intention*; QI = *Quality of Information*; SAT = *Satisfaction*

Second, the R-Square and Q-Square test results are displayed in Table 6. Based on Table 6, the R-squared results indicate that the tested exogenous variables adequately explain both endogenous variables in this study. The R-Square values exceeding 0.330 fall into the moderate category ($0.33 < R^2 < 0.67$). The R-Square value for Purchase Intention is 0.639, suggesting that Communication Competence, Credibility, and Satisfaction can explain 63.9% of the variation in purchase intention. Thus, 36.1% of the influence stems from factors outside this research model. Meanwhile, Satisfaction has an R-squared value of 0.116, indicating that only 11.6% of the variation in satisfaction can be explained by Quality of Information, with the remaining 88.4% influenced by factors outside this model. Therefore, the model's ability to explain Purchase Intention falls into the moderate category, whereas its ability to explain Satisfaction is considered weak.

Table 6.
The Results of R-Square and Q-Square

Variable	R-Square	R-Square Adjusted	Q-Square
Purchase Intention	0,639	0,633	0,402
Satisfaction	0,116	0,111	0,069

Source: Primary data processed (2025)

Additionally, the Q-Square results assess the predictive relevance of the endogenous variables influenced by the exogenous variables. As shown in Table 6, both Purchase Intention and Satisfaction have Q^2 values greater than zero, confirming their predictive relevance. The Purchase Intention variable ($Q^2 = 0.402$) is predicted by Communication Competence, Credibility, and Satisfaction by 40.2%, while Quality of Information predicts Satisfaction ($Q^2 = 0.069$) by 6.9%. These findings indicate that the model used in this study has good predictive capability for Purchase Intention, whereas its predictive capability for Satisfaction is still considered low.

Finally, the path coefficient (β) results and hypothesis testing are detailed in Table 7. Table 7 shows that all path coefficients (β) are positive, indicating a positive relationship among the tested variables. For example, the relationship between Satisfaction and Purchase Intention ($\beta = 0.443$) suggests that an increase in satisfaction with the Tokopedia chatbot is likely to be followed by an increase in purchase intention. Similarly, Credibility ($\beta = 0.341$), Communication Competence ($\beta = 0.316$), and Quality of Information ($\beta = 0.280$) also positively influence their respective dependent variables. Hypothesis testing results in Table 7 further reveal that all direct relationships are supported, evidenced by t-values exceeding 1.96 and p-values below 0.05. These findings confirm that all hypotheses (H1 to H4) proposed in this study are statistically significant, with no hypotheses rejected.

Table 7.
Estimation Results SEM

Variable Relation	Hypothesis	β	P-Value	T-Statistic	Conclusion
CC – PI	H1	0,316	0,000	4,071	Supported
QI – SAT	H2	0,280	0,006	2,746	Supported
CRE – PI	H3	0,341	0,000	5,035	Supported
SAT – PI	H4	0,443	0,000	3,933	Supported
QI – SAT - PI	H5	0,151	0,007	2,733	Supported

**Notes: CC = Communication Competence; CRE = Credibility; PI = Purchase Intention; QI = Quality of Information; SAT = Satisfaction*

The Positive Influence of Communication Competence on Purchase Intention

The findings of this study indicate that users' purchase intentions are positively and significantly influenced by the communication competence of Tokopedia's chatbot. In other words, the more effectively the chatbot communicates by providing clear, relevant, and timely responses, the more likely users are to proceed with a purchase. This supports the idea

that strong communication skills in digital platforms play a critical role in shaping consumer behavior in e-commerce contexts. Previous studies reinforce this view. For example, Muhammad and Handrito (2024) found that effective digital communication significantly enhances consumer buying motivation. Similarly, Kustianingsih et al. (2024) noted that chatbots communicating clearly and addressing users' needs foster greater purchasing intent. Pereira et al. (2021) added that communication that meets users' informational needs helps transition users from interest to actual purchase behavior. Tokopedia's chatbot, TANYA, demonstrates these competencies by accurately interpreting user questions, providing tailored solutions, and fostering a sense of trust and convenience (Soetiyono et al., 2024).

The study further explains that positive user experiences during interactions with the chatbot contribute to forming a perception of Tokopedia as a professional and reliable brand. Most respondents agreed that the Tokopedia chatbot communicates productively and efficiently, which enhances users' comfort and trust during the buying process. This aligns with the concept that communication competence builds relational trust, a known driver of online purchase behavior. As users experience more reliable and helpful responses, they develop confidence in the platform, significantly increasing the likelihood of completing a transaction. Thus, the chatbot's communication ability is not merely a technical feature but a strategic element in influencing consumer purchase decisions.

The Positive Influence of Quality of Information on User Satisfaction

This study reveals that the quality of information provided by Tokopedia's chatbot, TANYA, positively and significantly impacts user satisfaction. In other words, the more users perceive the information as relevant, accurate, and delivered, the more likely they feel satisfied with their chatbot experience. These findings are consistent with previous research by Fauzia et al. (2024), Lestari and Lawita (2024), and Pratiwi (2023), who found that information quality is a key factor influencing user satisfaction. Users feel satisfied when the information provided meets their needs and expectations, particularly in content relevance, answer accuracy, and clarity of communication. This aligns with Kinanthi and Sisilia (2024), who argue that satisfaction arises when user experiences meet or exceed expectations.

Furthermore, Prajoko et al. (2022) explain that high-quality information fosters positive perceptions of professionalism and credibility in digital platforms. In the context of Tokopedia, when users perceive the chatbot's responses as accurate and relevant, their overall trust in the service is enhanced, and future use is encouraged. This leads to increased user comfort and loyalty. Therefore, it can be concluded that the quality of information delivered by the TANYA chatbot plays a crucial role in shaping user satisfaction. A positive user experience, built on accurate and helpful information, improves satisfaction and contributes to customer retention and loyalty. Hence, it is essential for Tokopedia to continuously ensure that its chatbot provides information that is timely, relevant, and meets users' needs.

The Positive Influence of Credibility on Purchase Intention

This study confirms that credibility plays a crucial role in shaping consumer decision-making, particularly in the context of Tokopedia's chatbot, TANYA. The findings reveal that credibility positively and significantly influences users' purchase intention. This aligns with previous research by Medinna and Hasbi (2020), Mutyara et al. (2024), and Yuwono et al. (2024), which emphasized the importance of credibility in driving consumer behavior in digital and e-commerce contexts. Credibility is not merely about reputation, but involves

users' perceptions of a source's integrity, honesty, and ability to deliver useful and accurate information (Bchtiar et al., 2024). In this study, the credibility of TANYA was measured through trustworthiness and perceived expertise. Trust was formed when users believed the chatbot provided honest, transparent responses. At the same time, expertise was demonstrated through accurate and helpful answers—qualities consistent with Bchtiar et al.'s (2024) definition of credibility, which includes consistency, integrity, and communicative competence.

The influence of credibility on purchase intention is especially evident in how users interact with TANYA as a mediator between them and the Tokopedia platform. When users perceive TANYA as trustworthy and competent, they are more confident in purchasing. For instance, users who receive clear and accurate information about the return policy or ongoing promotions feel more secure and guided, increasing their likelihood of purchasing. In contrast, if the chatbot provides unclear, delayed, or inaccurate responses, user trust may decline, which can reduce purchase intention or even prompt users to switch to competing platforms. Mutyara et al. (2024) highlight that perceived chatbot credibility significantly impacts purchase intention, underscoring the need for e-commerce platforms to maintain high standards of information quality and reliability. Thus, TANYA's credibility serves as a strategic asset for Tokopedia in influencing buying behavior and fostering long-term customer relationships in today's highly digital and automated marketplace.

The Positive Influence of Satisfaction on Purchase Intention

Satisfaction has a positive and significant impact on purchase intention in the context of Tokopedia's chatbot service. The findings of this study indicate that the higher the user's satisfaction with their experience using the TANYA chatbot, the greater their likelihood of making a purchase. This supports the theory that satisfaction is a key factor driving purchase intention in e-commerce (Dash et al., 2021; Saidani et al., 2019). Users satisfied with the chatbot because they receive accurate, relevant, and responsive information tend to develop greater trust and comfort toward Tokopedia, ultimately increasing their buying intention. This study aligns with previous findings by Ali (2016), who noted that satisfaction with digital services can strengthen the emotional connection between consumers and a brand, thereby enhancing loyalty. In this research context, user satisfaction was evident from respondents who found the chatbot helpful in resolving issues, retrieving product information, and simplifying the purchasing process. These positive interactions through the chatbot foster users' confidence to make repeat purchases and even recommend the service to others. Therefore, this study confirms that user satisfaction with Tokopedia's chatbot can directly motivate online purchase intentions and should be viewed as a strategic factor that the company must continuously improve to retain and boost customer loyalty.

The Mediating Role of Satisfaction in the Relationship Between Information Quality and Purchase Intention

The findings of this study reveal that customer satisfaction significantly mediates the relationship between the quality of information and purchase intention among users of Tokopedia's chatbot, TANYA. In other words, high-quality information does not directly increase purchase intention, but rather enhances user satisfaction, leading to a higher likelihood of purchasing. This aligns with the research of Putri and Febrilia (2023) and is supported by Pereira et al. (2021), who argue that information quality indirectly affects purchase intention through satisfaction as a mediating variable. When users receive accurate,

complete, relevant, and up-to-date information from the chatbot, they experience greater satisfaction with the interaction, which becomes a primary driver of purchase intention.

This reinforces the earlier findings that high-quality information shapes positive perceptions of service and contributes to an enjoyable user experience. In this context, satisfied users are more likely to trust the platform and proceed to the purchasing stage. Therefore, satisfaction is a crucial bridge between information quality and purchase intention. The implication for companies like Tokopedia is to ensure the accuracy and completeness of the information delivered through their chatbot and to present it in a way that enhances the user experience. By fostering higher satisfaction levels, businesses can increase the chances of repeat purchases and build long-term customer loyalty.

CONCLUSION

This study demonstrates that chatbot communication competence and credibility exert a stronger influence on purchase intention than information quality, which primarily enhances satisfaction and indirectly drives intention. These findings indicate that consumers are becoming increasingly responsive to the relational and affective aspects of AI-driven interactions, suggesting a shift from purely rational information processing toward more human-like engagement in digital commerce. For e-commerce platforms, this highlights the strategic importance of designing chatbots that combine accurate information delivery with persuasive, credible, and empathetic communication to build trust and foster purchasing decisions. Practically, it calls for investment in natural language processing, adaptive responses, and emotionally attuned user interface design, while theoretically contributing to the understanding of how conversational commerce reshapes consumer behavior. Although limited by sample characteristics, platform specificity, and cross-sectional data, future research should broaden demographic representation, compare across platforms, and adopt longitudinal designs to capture evolving consumer responses to chatbot interactions over time.

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