

ABSTRACT

Using ChatGPT technology as a means of customer communication on the Lazada e-commerce platform. ChatGPT is a type of artificial intelligence that can understand and respond to customer questions and requests efficiently. Lazada uses LazzieChat as a ChatGPT-based chatbot supported by AI. ChatGPT is integrated with Microsoft Azure OpenAI services, allowing it to provide product links and product descriptions to consumers. With ChatGPT, consumers can get product information and shop more easily and quickly.

This research aims to identify respondents' assessments of various factors such as customer experience, service quality, perceived value, familiarity and comfort, gender, age, and trust, and measure the influence of each of these factors on customer satisfaction at Lazada. This research also aims to determine how much influence customer experience, service quality, and perceived value have on customer satisfaction, as well as evaluating the role of familiarity and comfort, gender, and age as moderating factors in this relationship. Apart from that, this research will measure the influence of trust as a mediating factor in the relationship between customer experience, service quality, and perceived value and customer satisfaction at Lazada.

The research method used is quantitative using primary and secondary data. Apart from that, there is a probability sampling technique using a simple random sampling method by distributing 384 questionnaires to Lazada customers who use LazzieChat and the data will be analyzed using SEM.

It is hoped that the research results can be used as evaluation material for the Lazada platform and development of LazzieChat or can provide insight into LazzieChat for Lazada users and other communities.

Key: customer satisfaction, customer experience, service quality, perceived value